The Big Business of Newspaper Foundations

April 1987

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SPECIAL REPORT

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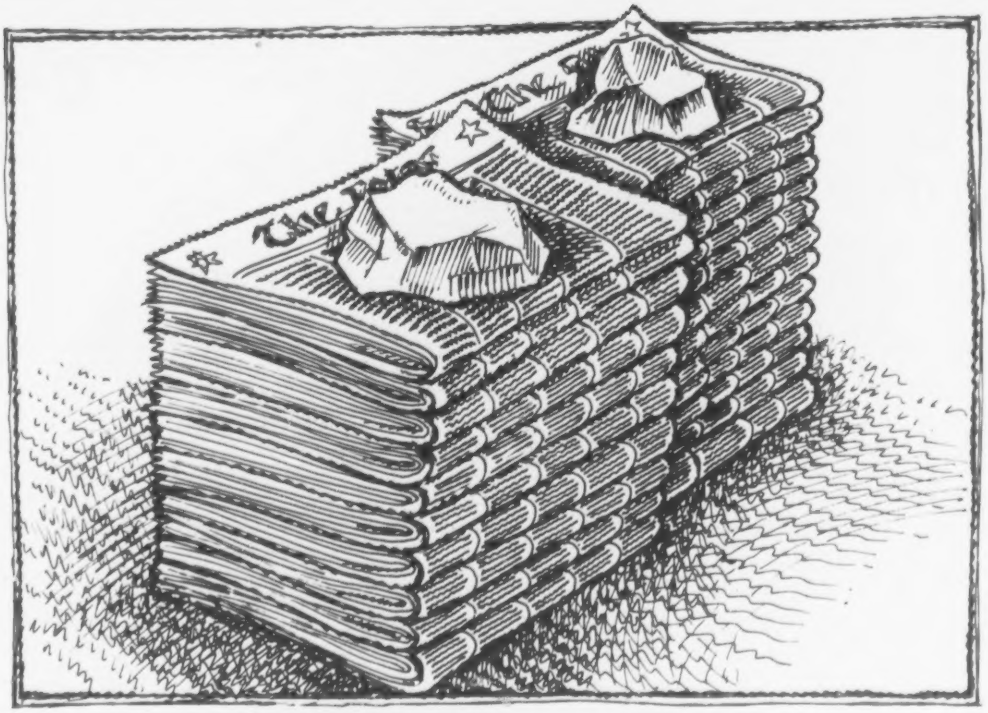

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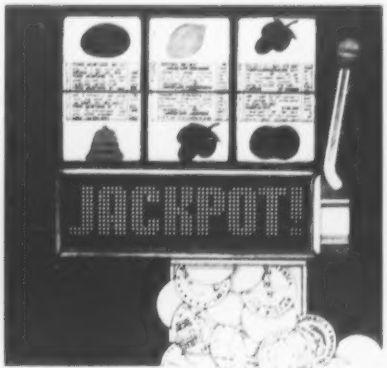

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CHAIRMAN'S CORNER

Visiting international colleagues helps bolster press freedom

One of the opportunities we all have during our ANPA participation is the chance to work with and to know newspapering colleagues from other parts of the world. One of the very best ways we have of learning about ourselves is by studying the situations and techniques and challenges of others.

ANPA affords us the chance to know our international colleagues by including them in our own activities here; by helping us know whom to see when we are, ourselves, overseas; by organizing U.S. delegations to key events such as the May Congress in Helsinki of the International Federation of Newspaper Publishers, or FIEJ; and through occasional special events.

Alvah H. Chapman Jr.

One of those special international events was completed recently by members of the Board of Directors when we traveled (not at ANPA expense, of course) to see our close newspaper friends in Australia and New Zealand. We had formal, seminar sessions and many informal talks with government, business and newspaper leaders in those nations.

And we found the state of newspapering there robust, enlightened, technically advanced and absolutely committed to the press freedoms that underpin our social democracies.

Many of our Australian and New Zealand newspapering friends have been here to attend ANPA training sessions, conventions and ANPA/TEC Expositions. But few of us had been to see their countries and their operations. We were reminded that learning is a two-way street. As much as we read or think we know from a distance, I am convinced we never can adequately understand our friends until we have walked with them in their own homes and businesses. It takes time and resources from both directions to make this possible; I'm convinced it's worth the effort. Because, simply put, only we and our close, free-press colleagues from around the world can assure that various governments, courts and would-be dictators do not subvert the free flow of information that makes our peoples free. If we don't tend this bulwark, none will.

I urge each of you to look "Down Under" the next time you consider an overseas trip for combined business and pleasure. The ANPA staff can help you with specific Australia, New Zealand and South Pacific ideas and suggestions. It's a part of the world we need to know more and more about—and we'll have another chance to study it at our 1988 Convention in Honolulu.

"G'Day Mate!" and "Kiwi Magic" are concepts we North Americans can learn from; they are "among-friends" values we must cherish and nurture!

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

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FOUNDATIONS

Many of them sprang from newspaper fortunes, and most of those give some support to journalism projects, but there is no clearinghouse to coordinate activities

BY MARY A. ANDERSON
presstime staff writer

Among the 20,000 foundations in the United States, at least 100 were formed by individuals, corporations or associations that have owned, operated or served newspapers.

The 10 richest of these newspaper-originated funds—all bearing the names of prominent newspaper families—held combined assets at the end of 1986 of more than $2.2 billion. They spent more than $75 million last year on various charitable, research and educational projects.

Those contributions primarily benefited the local communities in which the affiliated newspapers were published. However, grants that were disbursed nationwide were more likely to support journalistic interests than any other cause.

Until 1986, only Gannett Foundation and a pair of foundations formed by William Randolph Hearst have ranked among the very largest U.S. foundations, with assets of about $500 million and $300 million, respectively.

But in the past year, Knight Foundation and the McCormick Charitable Trust received large infusions of funds related to the estates of their founders, and this has propelled them into the stratosphere of the nation's grant makers.

The myriad newspaper-related foundations overlap, to the extent that most of them support projects in the field of journalism. However, there is no consortium or clearinghouse to coordinate their activities.

"Everyone seems to say they'd like a meeting . . . to see what the different foundations are doing," says Judith D. Hines, vice president and director of ANPA Foundation. But that sentiment has not taken hold.

Students from a Chicago public housing project learn computer skills in a program operated by Chicago Youth Centers and funded by the Chicago Tribune Foundation and Charities.

One reason is that foundations formed by newspaper magnates, corporations or press associations are "apples and oranges in terms of their grant-making," says Mary K. Leonard, a program director at the Council on Foundations in Washington, D.C. "Most news-related foundations are very multipurpose, with almost a United Way quality. (They support) anything from the arts, to health care, to recreation."

Gannett Foundation spent about a quarter of its 1986 grants on journalism-related efforts and the remainder on community-based programs, a national effort against illiteracy and special events.

The two Hearst foundations, on the other hand, support no journalistic interests except for an annual awards program for collegiate writers and photographers.

What the different tax-exempt foundations support depends on their charters and on the varying philosophies of their founders.

Their sources of funds place them into three categories:

- "Independent" private foundations, such as those of Gannett, Hearst, Knight and McCormick. They generally are endowed from the gift of an individual or family and by law must pay out annually at least 5 percent of the market value of their assets.
- "Company-sponsored" private foundations, such as the Chicago Tribune and The New York Times foundations. They obtain money from corporate profits and/or an endowment of stock, and also must pay out at least 5 percent of their assets each year.
- "Public" foundations formed by at least a dozen newspaper organizations, including ANPA, the National Press Club, the Southern Newspaper Publishers Association and the American Society of Newspaper Editors. "Public" means they can solicit funds from public sources.

Unlike private foundations, most public ones concentrate on the interest of their sponsoring organization—in this case, journalism. Another factor distinguishing private from public foundations is that the former are grant makers; the latter, primarily grant seekers. In fact, the private foundations are major benefactors of the public ones.

Knight Foundation President C. Colmery Gibson says private foundations "sometimes get inundated" with redundant requests for money from foundations of journalism associations. Knight and other private foundations "get approached eight times and respond three, and sometimes they (private foundations) think that is about enough."

Knight Foundation President C. Colmery Gibson says private foundations "sometimes get inundated" with redundant requests from foundations of journalism associations.

CORPORATE LINKS. Private foundations usually are linked to the corporate source of the donor's wealth, according to author Waldemar Nielsen, a philanthropic consultant and former foundation trustee who has written two books on large foundations.

In his 1985 book *The Golden Donors*, Nielsen reported that private foundations typically have arisen from American industrial fortunes, and no more so than in the newspaper industry.

Among the nation's oldest and richest foundations, "The two cases that represent the most intimate relationship between a corporation and a private foundation both happen to be based on wealth acquired from newspapers and other mass media, namely Hearst and Gannett," he wrote.

In regard to both, Nielsen has questioned "the extent to which it is appropriate and ethical for a private foundation to work through and publicize a profit-making company with which it is associated."

In the case of Gannett, as with many other independent foundations, Nielsen believes the practice of limiting community giving to those areas that contain a related corporate property is a self-serving one, whereas widely disbursed contributions help divorce the charitable interest from the profit motive.

He also criticized the Hearst foundation, calling it "troubling" that the board is composed solely of company executives and Hearst family members. Nielsen claimed the Hearst arrangement has resulted in a "narrow" outlook that is "indentured to the executives and interests of a profit-making corporation."

Not surprisingly, executives at the Hearst foundations—which last year expended about $12 million of its $339.8 million in assets—were "extraordinarily upset" by the accusations, says Ilene Mack, program officer for the Hearst Foundation. While acknowledging Nielsen's influence in the philanthropic field, she says his statements suggest a knee-jerk reaction to the Hearst name by a writer with liberal sensibilities.

"I think it was written with a very slanted pen" and "with tremendous bias," she says. "We are not indentured to anybody. Our business is to make grants in the best possible way we can—intelligently and thoughtfully," says Mack, citing The Hearst Foundation's "many, many endowed scholarships for minorities."

Mack says the Hearst foundations severely limit their giving in the field of communications because their charters specify broad charitable giving "for the betterment of mankind." The largest share of their giving supports a broad spectrum of community projects, some of which correspond to national concerns such as literacy.

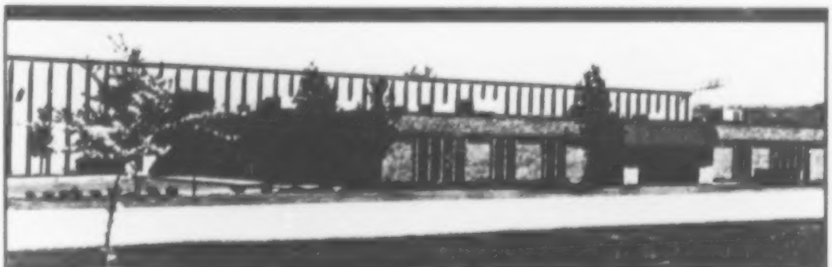
Nielsen applauded Gannett Foundation for developing "a program of such quality that it more than compensates for what otherwise might be a questionable situation" in terms of making donations in communities served by Gannett media.

Gannett Foundation was so pleased with Nielsen's plaudits that it opened its 1985 annual report with a quote from *The Golden Donors*.

The foundation's director of media relations, Brian J. Buchanan, says he understands why there might be some continuing confusion about the Gannett Foundation's relationship with Gannett Co. The grant money, he says, "is not coming from Gannett but from the Gannett Foundation. To most people, that's a distinction without a difference."

Buchanan adds: "We can't make any grants that financially benefit the Gannett Company. . . . But we are interested in promoting particular interests, many of which are the same as the Gannett Company has."

BRANCHING OUT. The two private newspaper foundations that last year joined Gannett and Hearst in the top rank of foundations, the Knight Foundation and the McCormick Charitable Trust, held assets of between $50 million and $60 million in 1985. Both portfolios zoomed in value last year to between $400 million and $500 million.



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As the various foundations grow in value, some people in the newspaper business say it becomes important for the foundations to sit down together. Others disagree.

Both have been reorganizing and expanding their programs, not only to accomplish more with their giving but to satisfy the 5-percent annual payout requirement for independent foundations.

After reviewing its entire program of grants, Knight Foundation plans to expand its community giving beyond the 11 cities where Knight published papers before the 1974 merger with Ridder publications. Now, its giving will extend to about 30 cities served by newspapers in the current Knight-Ridder group.

"In view of the fact that the capital from the settlement of Mr. (John S.) Knight's estate was greatly increased, the board has decided to include most of the Knight-Ridder cities as well," says Knight Foundation President Gibson.

However, he says, "journalism will undoubtedly be the main thrust of our foundation in the future. . . . (The board) will recommend significant grants over the next year or so in the area of precollegiate or postgraduate, and even mid-career, journalism education."

Knight's fund was valued at just under $25 million in 1981, when founder Knight died. Over the next five years, the assets doubled in value. Then they soared to $460.1 million when the estate was closed and the bulk of its holdings—including 13.5 million shares of Knight-Ridder stock—passed to the foundation, which sold 9.5 million shares back to the corporation.

The increase in assets of the McCormick Charitable Trust from $50.7 million in 1985 to "more than $400 million" in 1986 resulted from a transfer of funds from a residuary trust within the McCormick family following the death of Col. McCormick's second wife in 1985, according to the trust's executive director, William N. Clark.

LITTLE CONSENSUS. As organizations like the Knight Foundation and the McCormick Charitable Trust grow in value, some people in the newspaper business say it becomes more important for representatives of newspaper-related foundations to sit down together at a table. Others disagree.

One meeting of newspaper-related foundation heads occurred under the auspices of ANPA Foundation in 1978, but the mixture of grant-making private foundations and grant-seeking public ones proved awkward, and no concerted effort has been made since then, says ANPA Foundation's Hines.

There was "one major problem" with the 1978 meeting, wrote one of the attendees, Gerald M. Sass, vice president/education of Gannett Foundation, in response to a 1983 questionnaire from ANPA Foundation. "The presence of potential fund recipients for any part of the conference makes for limited dialogue," he said. Sass added that he would prefer a survey or a comprehensive report on the various groups' activities to another meeting of both private and public foundations.

Only when such a meeting is limited to organizations that are fundors, Sass wrote, can foundations "discuss confidentially their long-range planning."

In recent interviews, other foundation specialists agreed that any attempt to assemble probably would have to segregate the interests of private and public foundations.

"The idea of coordination sounds good on its face. But sometimes coordination of efforts among foundations can work against some of the grantees," says Buchanan of Gannett Foundation.

If grantmakers tried to reach any consensus about worthy projects, or attempted to divide the pie of fund-raising requests among themselves, Buchanan says, many

15 Richest Newspaper-Related Foundations in 1985

	Assets (millions)	Gifts and expenses
Gannett Foundation	$500	21.7
The Hearst Foundation Inc. and Hearst Foundation[1]	292.6	12
Carter Foundation (Amon G. Carter, former owner and publisher, Fort Worth Star-Telegram)	172.2	8.7
Knight Foundation[2]	56.8	5.4
Newhouse Foundation Inc.	53	3
McCormick Charitable Trust and Foundation[3]	50.7	7.3
Pfaffinger Foundation (Francis X. Pfaffinger, former treasurer, The Times Mirror Co.)	50.2	2.1
Meyer Foundation (Eugene and Agnes E. Meyer, former owners and publishers, The Washington Post)	39.7	1.9
Graham Fund (Philip L. Graham, former publisher, The Washington Post)	39.7	1.3
The Field Foundation of Illinois Inc. (Marshall Field IV, former publisher, Chicago Sun-Times)	24.5	1.8
Snow Memorial Trust and Foundation (John Ben Snow, founder, Speidel Newspapers)	19.5	1.5
Foellinger Foundation Inc. (Oscar G. Foellinger and daughter Helene Foellinger, former publisher, The News-Sentinel, Fort Wayne, Ind.)	18.7	.9
Steinman Foundations (James Hale and John Frederick Steinman, Lancaster (Pa.) newspapers)	13.8	1.3
Cowles (Gardner and Florence Call) Foundation Inc. (Gardner & Florence Call Cowles, former publisher, The Des Moines Register & Tribune Co.)	13.6	1.5
Hobby Foundation (W.P. Hobby, former publisher and owner, Houston Post)	12.9	.6

[1] The Hearst Foundation Inc. and the (William Randolph) Hearst Foundation are treated as one entity although they submit separate tax returns.

[2] Knight Foundation assets increased to $460.1 million in 1986; expenditures increased to $8.5 million.

[3] McCormick Charitable Trust and Foundation's assets increased to more than $400 million (estimated) in 1986.

Sources: The Foundation Center and presstime grantees could lose out. Examples would be those that depend on an accumulation of grants from many sources to finance their projects.

"Perhaps independently made decisions give grantees a better shot" at foundation money, he says.

Knight Foundation President Gibson also is leery of joint meetings, because of a strong desire to preserve that foundation's autonomy. "We do not have any secrets from any other foundations," says Gibson. "We'll talk to them any time. But I don't believe our board would want us to be part of a group of journalism foundations.

"One of the great strengths of a private foundation is that it doesn't really have an obligation to be consistent. . . . John Knight had the feeling our board should look at every grant as if we had never looked at a grant before and may never make a grant again."

Knight Foundation decided to address the problem of repetitive requests on its own. It formed a non-trustee advisory committee in 1986 to assist the foundation board in eliminating redundancies and thereby making the most effective grants.

Clark, of the McCormick Charitable Trust, also sees no need for contact with other foundations with newspaper origins. He gets enough information either from the large philanthropic organizations or, indirectly, through the grant proposals it receives.

"We're made aware of what other newspaper foundations are doing through word from the recipients, saying, 'Such-and-such gave us so much. Why don't you?'"

But a different view prevails elsewhere in the same Chicago building—at the Chicago Tribune Foundation and Charities, a corporate foundation that receives all its money from newspaper profits, unlike McCormick, which has an endowment from the estate of the late Tribune publisher.

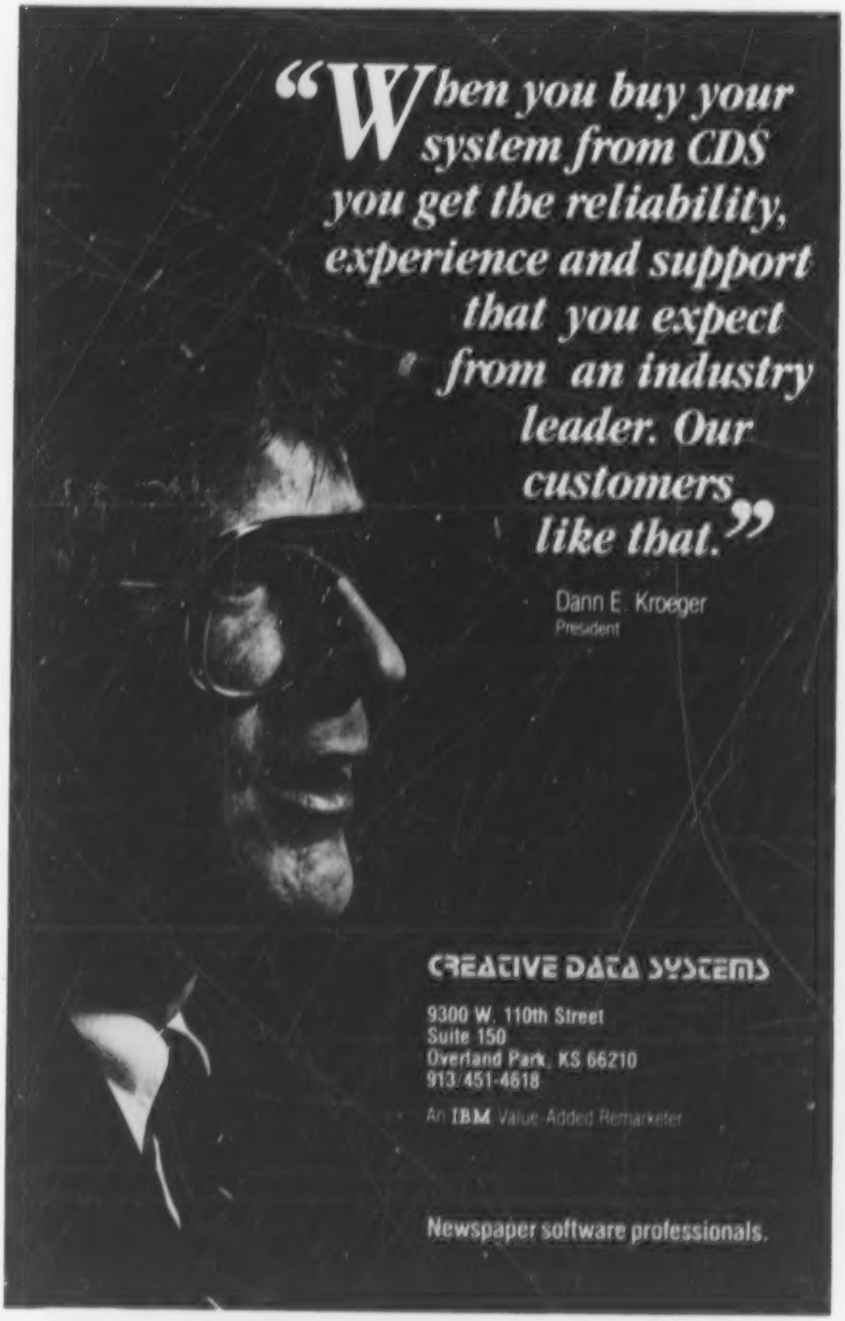
"I'd love to meet with people from other newspaper foundations involved with corporate (giving) because I think there's a lot of information that could be shared," says J. Nicholas Goodban, executive director of the Tribune Foundation. "If we never meet and sit and talk, we'll never know what we ought to sit and talk about," he says.

The chance to give some constructive criticism to those grant-seeking associations is a good reason to meet with them rather than avoid them, says Goodban.

Another in favor of meeting is Vernon Snow, president of the John Ben Snow Charitable Trust and Foundation, named for the founder of Speidel Newspapers (which were later acquired by Gannett Co.). "We certainly would be interested in getting together" regarding journalism-related programs, he says. "We talk informally, but it would be good to have a forum. . . . The things that we would want to know are: What are the frontiers both in journalism education, journalism research, and what is the future vis-a-vis the other media?"

Currently, about 20 other "affinity groups"—ranging from the arts to environmental protection—have been organized by the Council on Foundations.

"In terms of journalism, there's no place to go right now" to discuss goals and methods in a group setting, notes the council's Leonard, who serves as program director for a so-called "affinity group" on precollegiate education. "The next question is, 'Do they need a place to go? Is this something they'd like to talk about on a continuing basis?'" ☐



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Rodrigue (left) and Flournoy show some of the material compiled in their investigation of public housing segregation.

(Editor's note: The 1987 Pulitzer Prizes will be announced April 16. This article describes how one newspaper's news staff prepared a series of articles that won one of the 1986 Pulitzers.)

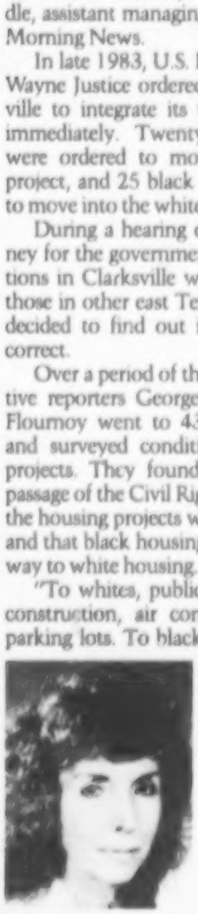
The editorial endeavor that captured the 1986 Pulitzer Prize for national reporting started modestly enough. "The original assignment was to do a story on a housing project in the east Texas town of Clarksville," recalls Howard Swindle, assistant managing editor of The Dallas Morning News.

In late 1983, U.S. District Judge William Wayne Justice ordered the town of Clarksville to integrate its two housing projects immediately. Twenty-five white families were ordered to move into the all-black project, and 25 black families were ordered to move into the white project.

During a hearing on the issue, an attorney for the government said that the conditions in Clarksville were no different from those in other east Texas towns. The News decided to find out if that allegation was correct.

Over a period of three months, investigative reporters George Rodrigue and Craig Flournoy went to 43 east Texas counties and surveyed conditions in 182 housing projects. They found that, 20 years after passage of the Civil Rights Act, 80 percent of the housing projects were racially segregated and that black housing was inferior in every way to white housing.

"To whites, public housing meant new construction, air conditioning and paved parking lots. To blacks, it meant old buildings, torn screens, muddy parking lots and no heating or air conditioning," says Swindle, who was closely involved in planning, researching and editing the Rodrigue-Flournoy series.



Lane is an undergraduate journalism student at North Texas State University, Denton.

The News then decided to find out if the east Texas situation was unique, or if it was representative of housing projects in urban areas of Texas as well. The two reporters found, almost to identical percentage points, that the same conditions existed in Dallas.

The investigation was broadened to cover other Southwestern urban areas. By that point, the team had already invested six months' time and had spent thousands of dollars. "We felt a tremendous amount of self-imposed pressure to complete the series," Swindle says.

Nevertheless, he asked for permission to continue the work for three more months, enabling the team to examine randomly selected cities nationally. Despite the newspapers's concern about tying up two of its best reporters even longer, it gave the go-ahead.

The News used the federal Freedom of Information Act to request information from the Department of Housing and Urban Development concerning federally subsidized housing projects [**presstime**, July 1986, p. 22]. The agency "recognized that the potential for embarrassment to the government was substantial," Swindle says. "HUD knew what the figures were. They set out on a course to obstruct us from getting the documents."

Unable to obtain many of the requested documents, Rodrigue and Flournoy began cultivating potential sources among HUD employees.

"Top-level officials were excluded. They concentrated on the mid-level bureaucrats, the people who really cared about public housing laws," Swindle says.

The reporters located people who were disenchanted with the Reagan administration's stance on housing and who were willing to provide some computer tapes containing racial-occupancy data—data that HUD had said was not available.

Rodrigue and Flournoy had computer experts from local universities make the tapes compatible with the News' computers. This made it possible to assess the information in the newsroom.

After the reporters completed their interviews in 47 cities nationwide, they could write with authority that the conditions found in east Texas existed across the United States.

In the end, the news-gathering process lasted a year, and it took another two months to edit the series. For the last three months of the project, except for Christmas day, Swindle says he and the two reporters did not take a day off, their families' objections notwithstanding.

The eight-part series, which cost $35,000 (excluding salaries) to produce, ran Feb. 10-17, 1985. "It violated every rule for reader interest," he notes. "If you run a series longer than three days, you will usually lose reader interest."

But "Separate and Unequal: Subsidized Housing in America" shattered stereotypes, Swindle says. "Welfare mothers with six kids were not the majority occupants in federally subsidized housing projects. The majority of the occupants were white and/

or elderly." The team also discovered some unusual interpretations of public housing. "We found some rather lavish uses of tax money. Some subsidized projects were 20-story buildings with indoor swimming pools, libraries and sometimes shuttle-bus service," he says. "This all existed with the approval of HUD. Some regulatory functions of HUD have never been enforced. What we saw was a government-sanctioned form of segregated housing."

The News' project led to investigations by the House Committee on Housing and Urban Affairs, which is continuing, and by the U.S. Civil Rights Commission, which has ended.

> *The eight-part series in The Dallas Morning News "violated every rule for reader interest. If you run a series longer than three days, you will usually lose interest."*

Swindle says the series reflected the most judicious editing he has ever done. When the project was finished, the material, which included tape recordings, records and notebooks, filled an entire closet. It also filled the newsroom of the Morning News with cheers on April 17, 1986, when the 1986 Pulitzer Prizes were announced. □

Project Manager Sees Media as Court of Last Resort

Listening to Howard Swindle is like attending a revival meeting. He resurrects all those long-forgotten dreams of making the world a better place for mankind. He rekindles the hope that perhaps a few people can make a difference.

Unlike many journalists who become cynical after years in the business, Swindle continues to believe that he and the media have a mission in life: to serve as a watchdog and a court of last resort for people who can't fight for themselves.

Swindle is assistant managing editor in charge of projects at The Dallas Morning News, and he was editor and project manager for the News' series that won the 1986 Pulitzer Prize for national reporting.

Before becoming an editor five years ago, he was a reporter who thrived on investigative reporting on behalf of the down-and-outers. "I like writing for the underdog—people who for some reason or the other aren't very high in the social pecking order," he says.

"One of my editors told me . . . I would grow up and not write about underdogs," he says. "Another told me I would be miserable because the system can't change." But the News' Pulitzer-winning series on public housing segregation and other investigative stories prove . . . the media can change the system."

Swindle, a 1969 graduate of North Texas State University, first became interested in investigative reporting in his first job after college—covering police for the Lubbock (Texas) Avalanche-Journal. Working that beat, he discovered a file on a long-unsolved murder of a woman. It contained only one sheet of paper—an investigative report written on the day of the crime.

Police had not made the usual effort to find the murderer, Swindle ascertained, because of the woman's lifestyle and sexual promiscuity. However, the police reporter traced a television set stolen at the time of the murder to a man who was later indicted for and convicted of the murder.

"After this experience, I became addicted to the challenge of doing this type of reporting," Swindle says. "It was terribly self-satisfying."

Howard Swindle

He also recalls an incident in which nine members of a family were killed in their sleep by hydrogen sulfide gas escaping from a leak in an oil pump. His subsequent research established that 60 people had died in the South and Southwest in one year as a result of similar leaks.

With these facts, he wrote an article for the Lubbock daily (and later a similar one for Texas Monthly magazine). As a result, the Texas Legislature drafted and passed some stringent laws on the use and safe handling of hydrogen sulfide gas. "Once again," he observes," a system that was flawed was changed by the media."

After going to work for The Dallas Morning News in 1978, Swindle wrote an investigative series about two east Texas narcotics agents who had been instrumental in obtaining indictments against more than 80 people. Also, because of their efforts, four others had been sent to prison.

Swindle found that the two agents had planted drugs, used stolen evidence and perjured themselves to obtain the indictments. The agents were indicted for their crimes, the four people in prison were released and indictments against the others were dropped.

"This was a textbook case of a system breaking down and creating a class of people who were disenfranchised," Swindle ways. "The media became a court of last resort for more than 80 people."

That was also true for the News' project on segregation and inequality in federally subsidized public housing.

—Sandra Lane

Newspaper Slogans

Everything from biblical quotations and whimsy to questionable grammar and civic pride tell readers why their publications are something special

BY MAL MALLETTE

Newspapers adopt slogans for diverse purposes. Slogans tell variously of the importance of a free press, length of publication, regional pride, service to readers, competitive stance, humor and the whims of publishers.

Whether on Page 1 or the editorial page, slogans also pose a couple of questions. Through repetition do they become almost invisible to readers and then just clutter the nameplate? And when several newspapers claim superiority, do slogans help dig a credibility gap?

In America, slogans go back to post-Colonial days. In 1789, this noble thought, to be echoed in many ways, appeared on the nameplate of The Gazette/The Journal in Boston: "A free press maintains the majesty of the people." Today, the most famous slogan is that of The New York Times: "All the News That's Fit to Print."

The Times first carried that slogan on its front page 90 years ago last month, shortly after Adolph Ochs bought the paper and affirmed a straightforward news policy. Ochs and his editors stuck with their own creation despite a slogan contest that drew thousands of entries, all duly published. A New Haven, Conn., man was awarded $100 for this slogan: "All the World News, but Not a School for Scandal."

Recently, the Times has used its longstanding slogan as a promotional theme, a project that could signal a resurgence of slogans. Although no one keeps statistics on such matters, slogans appear to have tailed off in recent years.

Meyer Berger described the genesis of The New York Times' slogan in his history of the newspaper. Tracking the origin of other newspaper slogans is more difficult. Take The Wenatchee (Wash.) World slogan, "Published in the Apple Capital of the World and in the Buckle of the Power Belt of the Great Northwest." The apple and power elements are obvious today, but the slogan first appeared Aug. 26, 1925, eight years before work began on the Grand Coulee Dam. Managing Editor George Richardson and Publisher Wilfred R. Woods theorize that in 1925 the late Rufus Woods, Wilfred's father and founder of the paper, heard the first drumbeats for a Columbia River dam and wrote the prophetic slogan.

Librarians are usually all-knowing about their newspapers, but several gulped when asked recently about their newspapers' slogans. A few grabbed for their papers to be sure of the exact wording, which says something about the impact of slogans over time.

In 1982, when The Baltimore Sun was making design changes, Managing Editor James I. Houck asked Clem Vitek, the librarian, to determine the origin of decoration around the nameplate slogan "Light for All." The slogan's origin is lost in musty files, and one wonders if the Sun's first address—21 Light Street—was a factor. The Sun began publication in 1837, the slogan in 1840. At any rate, librarian Vitek found nothing about the decoration.

Slogans are sometimes changed. Today, The Denver Post's slogan is "Voice of the Rocky Mountain Empire." Mary Asper of the library staff says that Harry Tammen and Frederick Bonfils, founders of the Post, liked slogans and used several different ones from 1895 on. For a while, the slogan was: "Your big brother, the newspaper with a heart and soul." Another time the editorial page slogan was, "There's no hope for the satisfied man."

And for years, until 1978, the Post's editorial page carried this slogan, which deserves a blue ribbon for length: "Dedicated in perpetuity to the service of the people, that no good cause shall lack a champion and that evil shall not thrive unnoticed."

Although no one keeps statistics on such matters, slogans appear to have tailed off in recent years.

WE'RE NUMBER ONE! As one of many newspaper examples of boastfulness, the Post in 1920 lauded itself as "The Best Newspaper in the U.S.A." Readers had cause to be confused, because three years earlier the Rocky Mountain News, also published in Denver, had begun calling itself "Colorado's Greatest Newspaper."

In San Francisco in the 1930s, the Examiner gave scanty disguise to immodesty, calling itself "Monarch of the Dailies."

The "best" parade seems to have been started by The Chicago Daily Tribune, now the Chicago Tribune. In 1847 it was calling itself "The World's Greatest Newspaper." The Tribune dropped that slogan Jan. 1, 1977. Editor James D. Squires says slogans can create credibility problems: "I think it's better to let the readers decide."

Modesty showed faintly in other slogans. The Pittsburgh Post-Gazette once called itself "One of America's great newspapers." Meanwhile, the co-owned Toledo Blade carried this self-description: "One of America's great newspapers—in one of America's great cities."

Florida readers today face a choice of superlatives: the "Florida's Best Newspaper" of the St. Petersburg Times or "The best newspaper in Florida" of The Orlando Sentinel. The Times got there first, in 1965, after winning its first Pulitzer Prize. The Sentinel joined in 1983, amid major changes in the newspaper's appearance and content. Earlier, the predecessor Orlando Sentinel-Star's slogan was "Florida's Most Interesting Newspaper." And The Miami Herald at one time called itself "Florida's Complete Newspaper."

Smaller papers are not without their pride. In Wenatchee, even before its apples-and-power slogan, the World carried a boxed ear boasting "Greatest Daily in the World for Cities under 10,000"—or 8,000 or 12,000, as the population fluctuated. The boast was dropped abruptly in 1969 after

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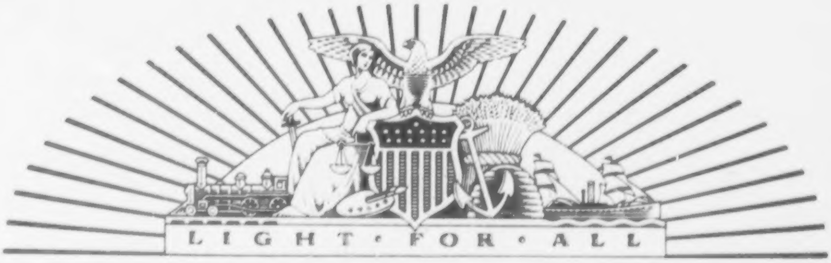
Mallette is director of development of the American Press Institute in Reston, Va.



Covers Dixie Like the Dew

KUDZU

COVERING BIRMINGHAM LIKE

Voice of the Rocky Mountain Empire

"Published in the Apple Capital of the World and in the Buckle of the Power Belt of the Great Northwest"

"All the News That's Fit to Print"

"Where the Spirit of the Lord is, there is Liberty" 11 Cor. 3:17

Today's News Today

George Richardson attended an American Press Institute seminar. A seminar discussion leader had circled the ear and scribbled "The credibility gap starts here."

CATCHY, COMPETITIVE. Some slogans catch on, some don't. Thousands of readers and most newspaper people can recite The Atlanta Journal's slogan: "Covers Dixie Like the Dew." Far less known is "For 118 Years, the South's Standard Newspaper," slogan of the Journal's sister paper, The Atlanta Constitution. (The number changes annually.)

In a rival Southern city, Birmingham, the Post-Herald has fun with a spinoff of The Atlanta Journal's slogan. The newspaper's weekend magazine slogan is "Covering Birmingham Like . . . Kudzu." In the South, kudzu vines, imported to control erosion, grow at jogging speed.

Newspapers find slogan inspiration from different sources. The Indianapolis Star quotes II Corinthians: "Where the spirit of the Lord is, there is liberty." In Abilene, Texas, the Reporter-News quotes Lord Byron: "Without or with offense to friends or foes we sketch your world exactly as it goes."

Slogans sometimes reflect competitive circumstances. The Nashville Banner, a p.m., uses "Today's News Today," surely a dart at its a.m. rival, The Tennessean, which by nature of its deadlines publishes yesterday's news. The once-flourishing Cleveland Press, now a memory, sloganized in the 1960s that it was "The newspaper that serves its readers."

In the 1930s, the San Francisco Chronicle, competing with Hearst's Examiner, called itself "The city's only home-owned newspaper." Before the Audit Bureau of Circulations, there must have been hanky-panky among New York City papers, for The World in 1895 published in slogan fashion: "Circulation Books Open to All."

Span of publication is a point of obvious pride. The Hartford Courant notes: "Established 1764." The Peoria Journal Star says: 'Serving Central Illinois for 131 Years." In New London, The Day cites: "Serving Southeastern Connecticut Since 1881." The Sun Herald in Biloxi, Miss., has a variation: "Serving the Mississippi Gulf Coast for 103 Years." Similar examples are numerous.

In slogans, words like "serve" or "dedicated" are common. But woe unto those who scar the language. In Asheville, N.C., the Citizen-Times carries the slogan "Dedicated to the Upbuilding of Western North Carolina." Long-time Publisher Richard B. Wynne, who recently joined the corporate staff of parent Multimedia Newspapers, isn't sure of the slogan's origin, which dates at least to the 1930s. He does know that some readers notice it, witness periodic protests that "upbuilding" appears in no dictionary. Wynne concedes the point on usage, but he adds, "I'm comfortable with the slogan."

Slogans appear in type as large as 36-point. Mario Garcia, a newspaper designer, says he would limit slogans to 10-point lightface. Another designer, Phil Nesbitt, now with The Record in Hackensack, N.J., would use 14-point type but thinks slogans have outlived their usefulness. Garcia would not prescribe a slogan for a start-up newspaper but favors retaining traditional slogans. "They relate," he says, "to how readers perceive a newspaper."

Designer Mario Garcia says slogans "relate to how readers perceive a newspaper."

Slogans can be amusing, and weeklies probably have the most fun of all with them. Consider the Bent County Democrat, circulation 2,500, in Las Animas, Colo., published near John Martin Dam. Until recent years, its slogan was: "Best newspaper by a dam site."

Design expert Edmund C. Arnold once wrote about the Brewery Gulch Gazette of Bisbee, Ariz., which observed that "The sun shines on Brewery Gulch 330 days of the year, but there is moonshine every day."

The Gazette has gone to Boot Hill, but The Itawamba County Times of Fulton, Miss., (circulation 7,000) is thriving. The reason? True to its slogan, it is: "The Only Newspaper in the World That Cares Anything About Itawamba County." ☐

A RECREATIONAL BENEFIT

Providing A Place To Work And Play

BY CLARK NEWSOM
presstime labor writer

Nyle Leatham, The Arizona Republic and The Phoenix Gazette

Phoenix newspapers' Lazy R&G Ranch is an "institution" among employees.

A recreational facility for the use of employees and their families is unusual in any industry, but newspaper employees in at least four U.S. cities enjoy this rare fringe benefit, as do retirees of those newspapers. Another communications company with newspaper holdings maintains a vacation spot for its far-flung employees.

The facilities are spread geographically, with two in the Midwest and one each in the Southwest, Southeast and West.

The oldest known recreation center for newspaper workers is outside Bloomington, Ill., on a lake that was developed in the 1930s to supply water to the city. The Pantagraph, Bloomington's daily, supported the project and leased property on Lake Bloomington when it was completed. The newspaper had a cabin erected there in 1934.

"It's primarily an employee benefit," says Personnel Manager Michael L. Meece, although advertisers can reserve the facilities at Davis Point, which is named for William O. Davis, who for 40 years was the newspaper's publisher.

Davis Point is open from May 1 through Nov. 1. The newspaper's 235 employees can use the cabin on days when it's open to all staffers, or they can reserve the cabin for exclusive use on a first-come, first-served basis. A list showing reserved and open dates is posted at the newspaper.

Recreational opportunities include volleyball, horseshoes, swimming, fishing and boating. There also are picnic tables and a charcoal grill. "It's like a small park," Meece says. The cabin has a full kitchen, a deck and dining areas.

In the Southwest, the milder climate makes it possible for the 2,500 full-time employees of The Arizona Republic and The Phoenix Gazette to get more frequent use out of their company-provided facility, the Lazy R&G Ranch.

In 1953, Nina and Gene Pulliam, the newspapers' owners, bought a 20-acre tract in a remote citrus grove midway between Phoenix and Scottsdale. On the land was a Mexican-style adobe house that had been built in 1930.

Within 90 days, the house was converted into a clubhouse, a pavilion was constructed and two swimming pools installed. Since that time, the ranch has been the recreation center of the newspapers' employees, their families and up to 20 guests per employee. No outside groups are allowed.

"Through the years," says William R. Shover, director of community and corporate services, "the ranch has been the site of weddings, baptism parties, first communion parties, bar mitzvahs, family reunions and one memorial service."

"It's an institution among our employees," says Nyle Leatham, a photographer at the Phoenix papers. "We didn't build a swimming pool (at home) because the ranch had one."

Company-sponsored holiday parties are held at the ranch, along with adult dances, movies and swimming lessons. Events are organized by an employee committee.

Shover says the newspapers have entertained at the ranch "virtually every newspaper group" that has met in the Phoenix area. Last year, for example, "we hosted seven groups at the ranch, and the total came to just over 1,200 guests," he says. "Based on that, it is safe to say more than 25,000 newspaper-related guests" have spent an evening at the Lazy R&G.

Two other newspapers associated with the Pulliam family—The Indianapolis Star and The Indianapolis News—also have a recreational center exclusively for the use of their employees and their families.

Established 36 years ago and operated seasonally, the 16-acre center in the city has been known as the Fourth Estate since 1955. It includes three swimming pools, horseshoe pits, shuffleboard courts, a basketball court, a softball field, a volleyball area and children's playground. A shelter has two large fireplaces. A booklet is issued each year listing a schedule of events, such as an annual Easter egg hunt.

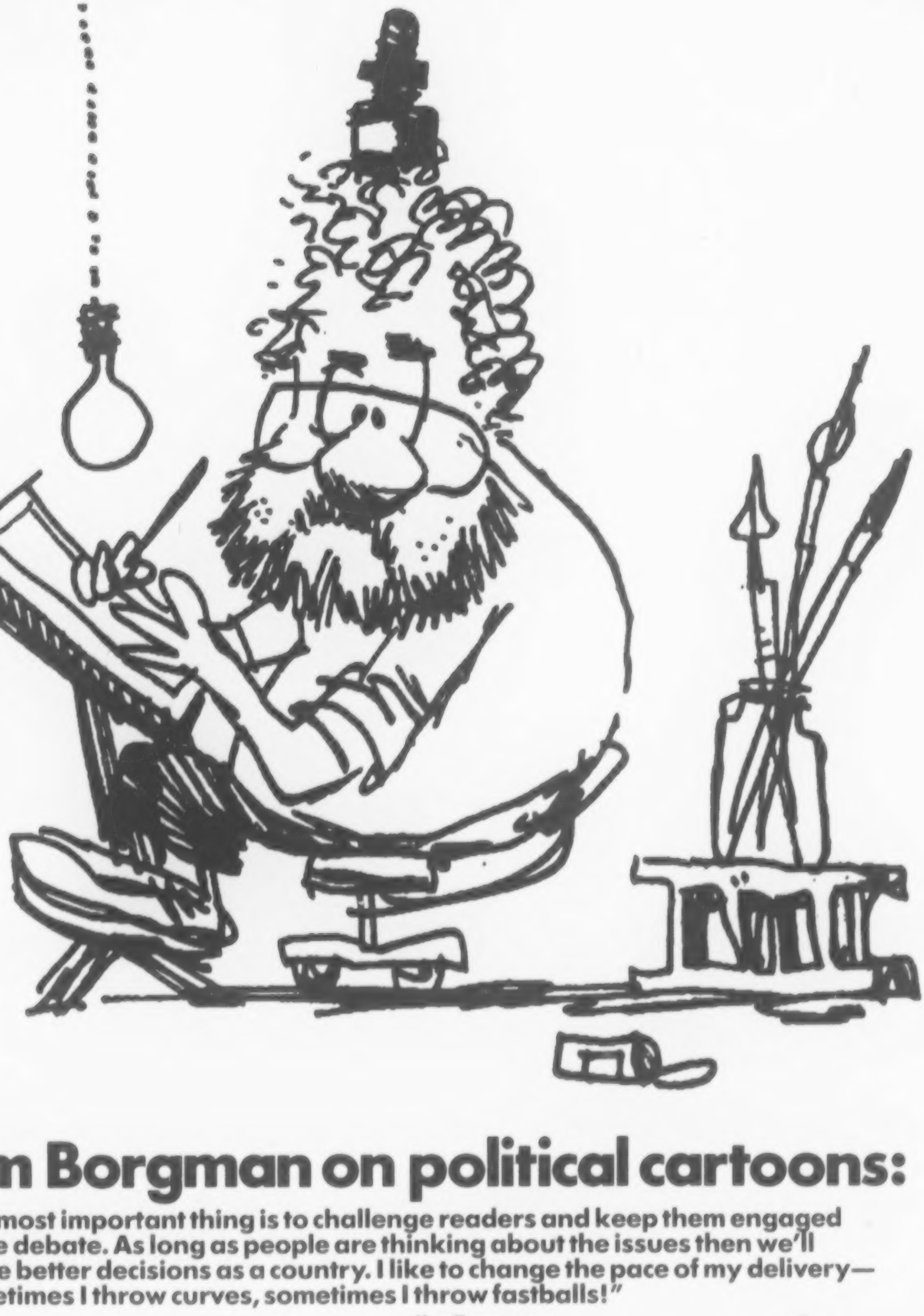
"It's a fringe benefit we like to talk about," says James E. Pauloski, public relations director. A side benefit is that the park provides summer jobs as lifeguards and groundskeepers for the children of some of the newspapers' 2,000 employees.

The State-Record Co. of Columbia, S.C., has a year-round, 470-acre recreational area for its employees. Opened in 1952, The Frank Hampton Recreation Center, named after a former board chairman, includes a pond for swimming and fishing, a large cabin, and eating areas.

"It's heavily utilized in the summer," says Benefits Manager Phillip L. Webb. Outside groups can rent the facilities for a nominal fee, he says.

The communications company with a vacation spot for its full-time employees and their families is Lee Enterprises Inc. of Davenport, Iowa. Opened in 1963, Lee Lodge, surrounded by five cabins, is located in Polson, Mont., on Flathead Lake. The company, whose properties include 18 daily newspapers, begins accepting applications in March for summer use of the facilities.

"It's completely booked for the period it's open," says Shirley E. Fatchett, employee relations director. Seventy-five families used the lodge and cabins in 1986. "It's one of the nicest benefits Lee offers employees," she says. ☐



Jim Borgman on political cartoons:

"The most important thing is to challenge readers and keep them engaged in the debate. As long as people are thinking about the issues then we'll make better decisions as a country. I like to change the pace of my delivery—sometimes I throw curves, sometimes I throw fastballs!"

Jim Borgman
of the Cincinnati Enquirer,
a Gannett newspaper

GANNETT

PCs

Newspapers are finding new uses for personal computers. And there's no end in sight.

BY ROSALIND C. TRUITT
presstime technical writer

(Editor's note: This article is the second in a four-part series on new electronic prepress technologies and how they are transforming the newspaper business.)

Although their use is growing, personal computers remain a supporting player at most newspapers, with "dumb" video display terminals and central computers still holding center stage.

However, all indications are that PCs will continue their rise to star billing in the newspaper business. As experts are quick to point out, the little machines are versatile, relatively inexpensive, easy to use, capable of storing increasingly large amounts of data, and processing that information faster all the time.

"Personal computer use is more and more common in newspapers, and the use will continue to grow," says George Cashau, ANPA director/technical research.

"I don't think we can turn around at this point and go back to one-use terminals," says William D. McKenzie, systems analyst for the Antelope Valley Press of Palmdale, Calif., a four-days-per-week paper that circulates 53,000 copies in Los Angeles and Kern counties.

"It's too easy to bring in a Macintosh or (other) personal computer and sit it down on the corner of your desk to do computations—and all of the other things a one-use terminal can't," Kern says.

As the trend toward PCs evolves, smaller newspapers are using them in just about every department and for most all computing functions. Larger publications are using them for more individual, specific tasks—graphics, for example—while continuing to rely on big computers for many chores.

However, that may be changing. Experts say the rise in use of PCs is having impact on makers of the big, central systems. John W. Iobst, ANPA manager/computer applications, sees "steady" growth ahead for personal computers at newspapers because many publications believe the stand-alones are a good choice to replace worn-out VDT systems. (The issue will be further addressed in the next installment of this series.)

The Seybold Report on Publishing Systems assessed the use of personal computers at newspapers earlier this year and concluded: "Surely, everyone must realize by now that PCs are *the* central fact for everyone involved in newspaper systems. You cannot ignore them. They are not going away."

Several experts interviewed by **presstime** estimate that as many as three-fourths of all daily and non-daily newspapers in the United States and Canada are using at least one personal computer somewhere in their operations.

Will Dickey, Florida Times-Union/Jacksonville Journal

A PC-based editorial system at Jacksonville's dailies features a color monitor.

Future Computing Inc., a Dallas market research firm that compiles statistics on computer usage, last year conducted a demographically balanced survey of 100,000 households. It indicated that 21 percent of workers in the publishing industry—including newspapers, magazines and books—use personal computers on the job. In addition, another 14 percent predicted they would be using a PC at work within a year.

Future Computing estimates 242,000 personal computers are currently in use in the publishing industry.

Popularity of PCs is reflected in sales of the units, which have soared in the past six years. International Business Machines Corp., which has the largest share of the market, has sold more than 3 million personal computers. Apple Computer Inc., which claims to be selling about 50,000 Macintoshes monthly, sold its one-millionth "Mac" earlier this year. The company estimates 50 percent of U.S. newspapers will have "some type of Macintosh system" by the end of the year.

Sales of personal computers should continue to grow at a rate two to three times that of mainframe systems and minicomputers over the next several years, according to International Data Corp., another research firm that tracks computer sales and use. A mainframe is a large computer that controls the flow of data between a dozen or more "dumb" terminals. A minicomputer performs similar functions but generally is smaller, governing fewer terminals.

There are many reasons personal computers continue to make headway in the newspaper business as well as in other industries. Chief among them is that central-computer systems are known to "crash" from time to time, incapacitating each and every workstation. That can't happen with stand-alone PCs, even if they are linked in a network. When something goes wrong, the bad unit is simply unplugged and a good one is substituted while repairs are made.

Another PC advantage is that they are substantially cheaper per workstation than a mainframe system. A PC usually costs a few thousand dollars at most, while a complete mainframe-based system can average out to $10,000 or more per terminal.

And, of course, there's now a love affair going on between smaller publications and PCs because of what has come to be known as "desktop publishing"—using PCs and a laser printer to produce plain-paper copy at far less expense than phototypesetting systems [**presstime**, March 1987, p. 22]. While smaller papers are using the technology to produce text and ads for paste-up, larger ones generally have more modest applications. For instance, The Star-Ledger in Newark uses Macintoshes to create promotional materials for potential advertisers and others.

In addition, unlike a regular computer workstation, a personal computer offers almost unlimited versatility. It can serve as a text-editing terminal, do complicated spreadsheets, handle mailing lists, calculate bills, process the payroll, keep schedules and perform numerous other tasks.

Features that one newspaper department uses often come to be embraced by others.

For example, accountants find spreadsheets useful in the business office. But investigative reporters like George P. Rodrigue of The Dallas Morning News use such software to analyze statistical data for stories.

With information gleaned through a computer analysis, Rodrigue and colleague Craig Flournoy won a 1986 Pulitzer Prize for stories showing that public housing tenants were being discriminated against according to race.(See story, p. 12.)

ALL-PC SYSTEMS. Although most newspapers with PCs use them in specialized situations, there have been recent cases in which papers have abandoned a mainframe or minicomputer completely and switched entirely to PCs.

One PC arrangement that is being touted as an alternative to traditional mainframe-based systems is what was once called the "Morris Publishing System" for editorial and classified advertising. Developed by Morris Communications Corp., parent firm of Southeastern Newspapers Inc. of Augusta, Ga., the system has replaced mainframe setups in most of the group's newspapers and has been sold to other papers as well.

In February, a supplier of pagination systems and VDTs, Information International Inc., acquired exclusive rights to the system, which has been renamed "TECS/2 by Morris." As part of the deal, Triple-I will provide sales and customer support for the system while Morris will handle maintenance and enhancements.

Michael J. Kazala and Maureen Simonelli of The Star-Ledger in Newark prepare promotional materials on a Macintosh computer.

TECS/2 runs on IBM-PCs with internal hard disks and color monitors. Rather than employing a central unit to store data, text entered on one personal computer is stored in another PC paired as a backup. The computers are grouped into a "local area network," which makes it possible to transfer data from one to another.

The system also offers automatic spell checking, a split screen and more than 30 programmable keys.

There are more than 800 of the workstations operating at 13 newspapers around the country. Morris' Jacksonville dailies, The Florida Times-Union and the Jacksonville Journal, have the largest configuration of terminals so far—235.

Joseph E. Kelly, vice president of Morris Publishing Systems says the company developed its software after deciding nothing on the market was suited to replace the aging front-end system at The Augusta Chronicle and the Augusta Herald.

Among the purchasers of the system is the Antelope Valley Press, and systems analyst McKenzie declares: "It had the fingerprints of newspaper people all over it. The system has features that newspaper people would think of, as it should because newspaper people designed it."

THE DOWNSIDE. But as with most new-technology ventures, the world of personal computers is not a perfect one. A number of problem areas have cropped up as PCs are put through their paces in a workaday environment.

Many newspapers believe the stand-alone PCs are a good choice to replace worn-out VDT systems.

Experts say one of the biggest problems is that the rise of PCs came almost too quickly. People began buying them without regard for whether they might be compatible with other PCs being used in the same building. "This new technology grew so fast that before anyone realized it, it was almost too big to manage," says Donald P. Ruthig, circulation systems manager for the Los Angeles Times. "Now, we (newspapers) have to step back and look at the situation and figure out a way to deal with it," he says.

Some newspapers are now issuing edicts limiting hardware and software purchases to specific product lines, so they can get a grip on managing PC usage.

Another problem is that buying PCs often means dealing with a host of different vendors. Over the years, in buying mainframe computer systems, newspapers have become accustomed to purchasing, from one supplier, "turnkey" systems complete with programs written especially for them. With PCs, the hardware, software and peripherals can come from a dozen or more sources.

Also on users' problem lists are lingering glitches in the networking of multiple PC units. Some newspapers say they have encountered occasional difficulty in sending data from the host computer to another PC.

PCs' champions do not regard any of the problems as insurmountable.

For example, James Farrington, a computer analyst for Newhouse Newspapers, views in a positive light the matter of so many choices and companies with which to deal. He says this gives newspapers more flexibility in the long run.

"What you had in the past was so-called 'customer-designed systems' that, once you got them running, didn't really have this (desired) feature or didn't do the things" they were supposed to do, he says. With PCs, "purchasing the software and hardware (separately) offers more versatility. A newspaper can put together a system based on what it really needs."

And on the networking problem, PC advocates say "protocols"—the rules and formats for conducting communications on a large network—can usually be devised to resolve it.

LATEST OPTIONS. Some newspaper executives say they are hesitant to buy PCs because the technology is changing so rapidly. There is lingering fear that a computer bought today will be rendered obsolete by another one in a matter of months.

But just as ongoing product announcements put an extra burden on newspapers sorting through the options, they also raise new opportunities.

Apple, for example, has introduced two new models that computer watchers consider significant.

One is the Macintosh SE, an enhanced version of the Macintosh Plus that is 15- to 20-percent faster than earlier models.

The other is the Macintosh II, which analysts say is the company's most important product introduction since the LaserWriter laser printer.

Because the two new Macs operate at faster speeds, they will allow newspapers to design graphics on them more quickly, says Howard McComas, operations manager for the Knight-Ridder Graphics Network [**presstime**, Sept. 1986, p. 12]. The Mac II will have a color display and larger screen than current models, also good for graphics.

> *A lot of people say the smaller machines make their jobs a great deal easier.*

The Mac II has an "open architecture," allowing it to run, with help of a special circuit board, both Apple and IBM personal-computer software. The plug-in board enables the new machine to run software written on the MS-DOS [Microsoft Disk Operating System] program developed by Microsoft Corp. for IBM-PCs and IBM compatibles. That means newspapers, using just the Macintosh, will be able to do both editorial and business-side functions for which many newspapers currently use two different brands of machines.

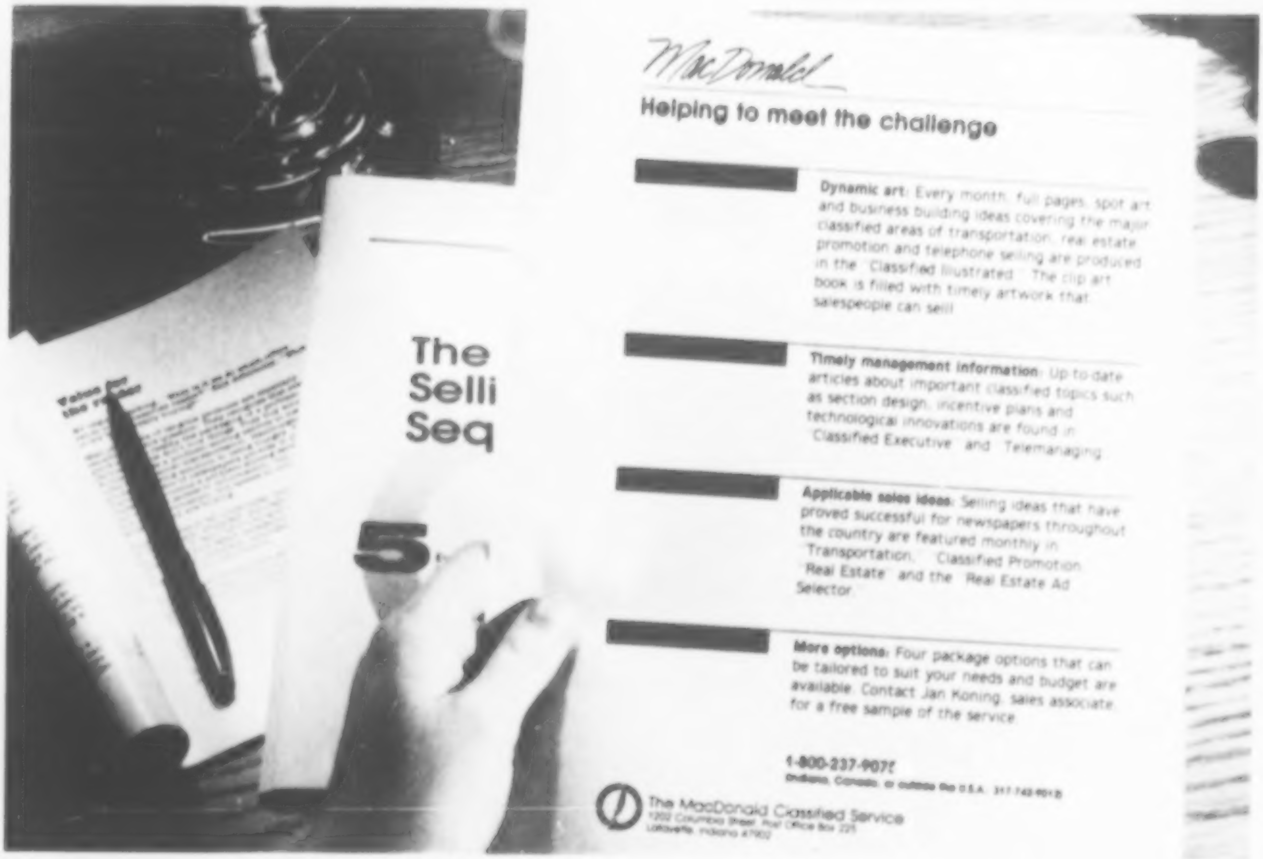
To date, newspapers have tended to pigeon-hole particular types of computers for different functions. IBM personal computers and IBM-compatibles like Hewlett-Packard and Compaq are favored for business-office work, although experts say IBM PCs' graphics capabilities are improving.

And if things aren't complicated enough, Microsoft is working on a new operating system that would supersede, and be incompatible with, its MS-DOS operating system.

The new system, Microsoft says, will make it easier to send data through a network of personal computers. It is not expected to be on the market until early 1989 but raises yet another layer of complicated questions for users assessing what and when to buy.

Even so, there is no doubt that the use of personal computers will continue to increase at newspapers and elsewhere for one simple reason: A lot of people say the smaller machines make their jobs a great deal easier.

"Speaking for myself and not for the Los Angeles Times, as a user I like personal computers," says Circulation Systems Manager Ruthig. "It simplifies things for me. I can do my own thing when I want." ☐



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Special Report

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1922

THERE IS A BOOM IN CLASSIFIEDS. THE QUESTION IS: HOW LONG WILL IT LAST?

LIBERTY
IN GOD WE TRUST
1922

E PLURIBUS UNUM
1881

BY MARGARET GENOVESE
presstime staff writer

WANTED: Newspapers fastest-growing source of advertising revenue seeks ways and means to continue growth. Traditionally, have relied on three major ad categories, but willing to go in new directions. Contact Classified Advertising Manager, Any Paper, Anytown.

ITEM: In 1985, The Hartford Courant sold a record 1.5 million classified ads. The record-setting ad was sold in December. In 1986, the Courant did even better, reaching the 1.5-million mark a month earlier. Classified Advertising Manager Patricia Barnes estimates linage there has "probably doubled" since 1982, as the region rebounded from the recession of the early 1980s.

ITEM: In February, The Press-Enterprise of Riverside, Calif., tallied its 48th consecutive month of gains in classified linage. "I have a bunch of professional sales people, and they are right on top of everything," boasts Classified Advertising Manager Earl Clapper.

ITEM: Last year, The Boston Globe's classified advertising linage increased 15 percent overall, led by a whopping 25-percent gain in real estate linage. Classified Advertising Manager Frank M. Limoncelli is proud not only of all the revenue his section brings in but also of the readership it attracts. "As many people buy the Globe to read the classified ads as to read the paper itself," he asserts.

UNITED STATES OF AMERICA
E PLURIBUS UNUM
ONE DOLLAR
PEACE
ELLIS ISLAND
GATEWAY TO AMERICA
IN GOD WE TRUST
1986
UNITED STATES OF
ONE DOLLAR
E PLURIBUS

ITEM: With Louisiana hit hard by the decline in oil prices, classified advertising linage in the State Times and Morning Advocate of Baton Rouge plunged 18 percent in 1986. "We are trying, but nothing works," says Classified Advertising Manager James T. Conner. "When the economy is down, it seems like there is not a whole lot you can do."

These vignettes illustrate a key point that newspaper classified advertising executives make over and over again. More than any other advertising category, the fate of classified depends on the state of the economy. When the economy is healthy, a daily newspaper's classified business booms, but when the economy suffers a downturn, classified sinks with it. Classified is so sensitive to economic ticks and trends that the Conference Board, a New York City think tank, fashions a monthly economic index out of the number of help-wanted ads in 51 U.S. newspapers.

Buoyed by generally favorable national economic conditions, classified advertising has been coming up a big winner in the past four years, and, despite some worries, its long-term prospects remain bright.

Last year, advertisers spent $9.3 billion for classifieds in U.S. dailies, up 11 percent from 1985, according to the Newspaper Advertising Bureau. This follows boom years of 1983 and 1984 in which classified expenditures grew by 23.8 percent and 27.5 percent, respectively. Growth slowed in 1985 to 9.4 percent, but even then the percentage increase continued to surpass that of the other two categories, retail and national.

No industry-wide volume figures exist, but Media Records of New York City reports full-run ROP classified linage increased 3.4 percent in 1986 in newspapers in 45 major markets.

Canadian dailies have been experiencing the same kind of growth in classified. The Canadian Daily Newspaper Publishers Association estimates that revenue from classified ads in 1986 was $379 million, up 10.8 percent from 1985. Based on reports from 90 newspapers, CDNPA concludes that classified linage in Canadian dailies grew 8 percent in 1986.

Now some newspaper executives are beginning to worry about their companies' greater reliance on the highly-volative category of classified. What will happen if and when the economy slows—and the classified boom goes bust?

Hartford Courant's Barnes (left) oversees newspaper's classified-ad telephone room that is coping with tremendous growth.

This much is known. More is riding on the answer to that question than ever before because of classified's greater piece of the newspaper advertising revenue pie. In 1986, one out of every three dollars spent on advertising in U.S. dailies came from classified. In 1950, less than one in five did. Actually, classified's impact on a newspaper's bottom line is even greater than those ratios suggest. That's because since 1950, revenues from circulation have dropped from about 33 percent of a newspaper's total revenues to about 23 percent; this magnifies the importance of each advertising dollar.

Classified's revenue impact is also heightened by the fact that generally it is more profitable than the other two categories. "The costs are a lot less," says Bruce Thorp, a securities analyst who tracks the newspaper business for the brokerage firm of Lynch, Jones & Ryan in Washington, D.C.

Most observers say classified will continue to grow, but the pace of growth will slow in the short term. "I don't think anyone is willing to predict it is going to continue at the same pace," Thorp says.

In January, NAB Executive Vice President Leo Bogart warned a conference of the International Newspaper Advertising and Marketing Executives: "Expect a pause in the classified boom."

Robert J. Coen, senior vice president and director of forecasting for McCann-Erickson Worldwide, agrees. "From the reports I've gotten, in 1986 the classified category was relatively strong and saved the bacon for many of these newspapers," he says. "But in 1987, I don't think we can look for that to happen again. The category may hold up or show modest gains, but it's not going to be the source of bailing everybody out again."

For the long term, Coen is bullish on classified. While it will "wax and wane" with economic conditions, classified will continue to "creep up" on the retail category, newspapers' traditional revenue leader, he says.

Another prognosticator, Edward T. Parmelee, vice president of marketing for Knight-Ridder Inc., says classified "still offers some of our strong opportunities for growth" and "may well, in time, account for a 40-percent share of total newspaper advertising revenue."

Others go even further. Says William J. Ford, classified consultant with the ad-representative firm of Landon Associates Inc.: "It's going to be the largest revenue producer before it's over."

WORDS OF CAUTION. Not all predictions are so rosy. At the other extreme is trend-spotter John Naisbitt, who five years ago told newspapers: "I'm afraid you're going to have to give up the want ads. . . . I never read them and many people don't. There are pounds of classifieds delivered on my doorstep on dearer and dearer newsprint." In time, he added, it will be possible to retrieve classified advertising from a computer database.

Today, Naisbitt says he has not changed his mind about the possibility of electronic classifieds. "I think over the next decade we will see that."

Readership statistics do not bear out Naisbitt's notion. The Newspaper Advertising Bureau estimates the total adult audience for daily newspaper classifieds averages 57.1 million on weekdays and 59.3 million on weekends.

Nonetheless, there is concern about classified readership. A comparison of NAB studies in 1979 and 1986 suggests there was an overall decline in classified readership, and it shows a definite decline in weekday classified readership among the leading classifications of automotive, employment and real estate.

In addition, the idea that classified ads could be more efficiently and economically delivered electronically to a home computer is one that many people share with Naisbitt.

"I'm not so sure that (electronic classifieds) pose an immediate, current threat that everyone needs to get all excited about," says Robert M. Johnson, publisher, president and chief executive officer of Newsday, Long Island, N.Y. "But I think ultimately the day will come when electronic Yellow Pages will emerge as a reality, and it will become a competitor to newspaper classified advertising," says Johnson, vice chairman of the ANPA Telecommunications Committee.

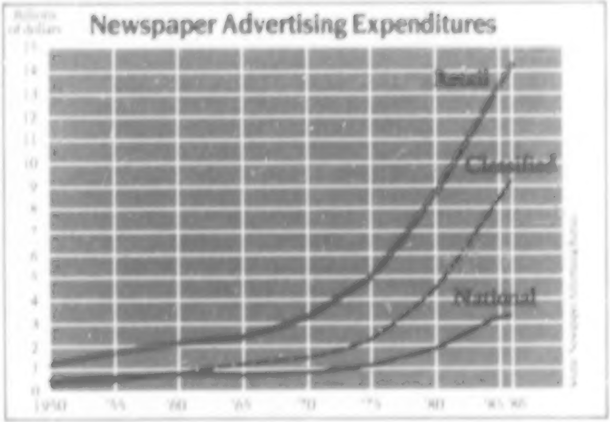
Whatever their future, classifieds have had a long and distinguished past. In fact, according to *The History and Development of Advertising* by Frank Presbrey, the oldest written advertisements were want-ad-type notices—announcements of rewards for runaway slaves found on the papyri of the ancient Egyptians.

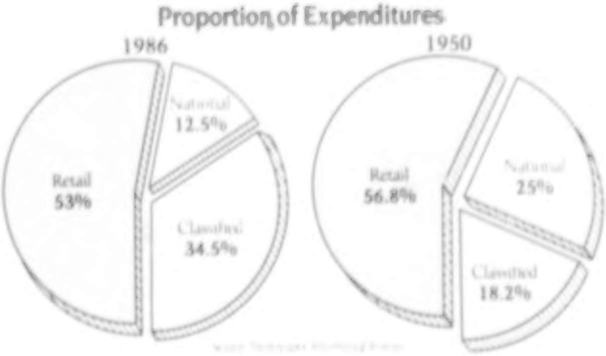
While today's "typical" classified ad looks much like it did a generation ago—several lines of agate type with no illustration—the field has undergone some important changes.

One of the most visible has been the increasing role played by display advertising. The Los Angeles Times' classified advertising last year, for example, consisted of 66 percent "straight" classified, 16 percent display classified, with the remainder a hybrid consisting of a straight classified with a logo.

A few major newspapers have clung to the clean, "classic" classified look, refusing display advertising for their classified columns. But some of them are buckling. The San Jose Mercury News, for instance, which now limits display ads to its "Professional Career" sections on Sundays and Mondays, probably will begin accepting display ads throughout the classified section in the near future, says Classified Advertising Manager Ronald G. Beach.

The Mercury News has resisted the temptation to do so up to this point because display ads are harder and more expensive to handle. "We need to maximize revenue, even at a slightly higher sales cost," Beach says.


Newspaper Advertising Expenditures


Proportion of Expenditures

Despite its extreme sensitivity to economic conditions, a classified section is not entirely a crap shoot. Newspapers can do many things to keep it strong.

Regardless of whether they accept display classifieds, all newspapers view their classified section as a "marketplace" where individuals, as well as businesses, can offer their products and services to the public. Individual, or "private party," ads may account for more ads, but commercial advertisements typically occupy more space.

And although newspapers like to say a person can sell anything from A to Z through the classifieds, the three major types account for 80 percent of classified revenues. This is the key to classified's tendency to expand and contract along with the economy—all three are extraordinarily susceptible to economic fluctuations. When the unemployment rate goes up, newspapers' help-wanted classification goes down. When interest rates go up, real estate and automotive linage goes down. Conversely, when unemployment and interest rates go down, linage in all three categories goes up.

Despite classified's extreme sensitivity to economic conditions, the health of a newspaper's classified section is not entirely a crap shoot. Newspapers can do a number of things, in good times and in bad, to keep the category strong:

- Offer new classified advertising vehicles, such as special real estate sections, and creative pricing schemes—even giving some ads away.
- Increase the use of telemarketing, particularly to develop new business.
- Move toward more standardized formats and procedures to accommodate multi-market advertisers.
- Emphasize staff training, reward classified managers with increased responsibilities and polish a lackluster image among college advertising students.
- Use new technology such as personal computers, pagination systems and voice mail to modernize operation of classified departments.
- Keep an eye on potential competitors that might use new electronic technology to the detriment of newspaper classifieds.

INFLUENCE, STRUCTURE. In Colonial days, most publishers considered want-ad-type notices "simply a nuisance," according to a history of classified advertising published in 1977 in the Journal of Advertising. "They felt that carrying them was a service, and they had trouble deciding whether to charge for them or to run them for nothing." Some even began to refuse them, but continuing demand forced publishers to carry the public notices.

In the 1830s, the New York Sun became the first newspaper to group all the notices together on one page. And by the turn of the century, their volume had grown to such an extent that they were grouped, or classified, into categories.

In the 20th century, classifieds began to be used by business advertisers as well as individuals. Volume surged, spurred by population growth, industrialization and increased automobile sales.

As newspapers approach the 21st century, they find that classified has taken on an increasingly prominent revenue role, "really by default," says analyst Thorp.

Retail advertising revenue has been eroded by the shift to preprinted ad supplements, for which newspapers charge lower rates because they often distribute the circular but do not print it.

National revenue, never strong in the newspaper business, has been soft in the past several years. "That really puts the burden on classified," Thorp notes.

Classified will continue to be newspapers' fastest-growing advertising category, he says. But like most other observers, Thorp believes its rate of expansion will slow. "Each year, the base for comparison is getting bigger," he explains. "If you just look at the arithmetic of it, a million-unit gain in 1987 will not be the same percentage increase as the same unit gain was in 1986."

Donna Wells, promotion coordinator of Journal/Sentinel Inc., sits amid a record 111,450 entries to "Classified Jamboree" contest.

Always worrisome, of course, is the specter of an economic slowdown and what it is known to do to classified sales. The Plain Dealer of Cleveland provides a good example. In 1980, as the economy slid into a recession, The Plain Dealer's classified linage dropped 23 percent, according to figures compiled by the Association of Newspaper Classified Advertising Managers. The newspaper didn't show an increase again until 1983, when the economy rebounded.

In its December 1986 Newspaper Newsletter, Thorp's brokerage firm pointed out that "classified offers the greatest potential for unexpected disappointment" because it hinges so much on consumer spending and overall economic health.

There is ample evidence today in oil-producing areas of what a local economic plunge does to classified. Full-run classified linage in the Houston Chronicle dropped 21.3 percent in 1986 from the year before; at The Daily Oklahoman in Oklahoma City, it declined 13 percent.

"In our area right now, we have a very high unemployment rate; there just aren't jobs available," says Conners, CAM of the Baton Rouge papers. "That affects not only your help-wanted classification, but real estate (sales), rentals and even car sales."

The Dallas Morning News, in the same region but not hit as hard as Houston by oil-induced economic woes, experienced an 8.2-percent drop in its full-run linage for 1986. Nevertheless, it still managed to hold onto first place in linage among the major-market newspapers whose classified linage is measured by Media Records.

Newspapers have learned to deal with economic nosedives by "looking around for new categories" of classifieds to emphasize, says Eric D. Anderson, NAB senior vice president in charge of classified sales. And when the economy rebounds, as it did following the recession of the early '80s, this new business joins with the "big-three" classifications to propel classified to new heights.

David S. Anderson, CAM of The Fresno (Calif.) Bee and a frequent lecturer on classified advertising at the American Press Institute, says newspapers should develop the "general merchandise" classification as a way to decrease dependence on what he calls the "IRS"—Interest Rate Susceptible—classifications of automotive, employment and real estate. Among the classifications Anderson suggests newspapers develop are: computers, stereo and video equipment, cellular phones, building materials, musical instruments, office and business equipment and yard and garden supplies.

They also can go outside the regular classified section and develop directories or guides. For instance, the Bee has a guide to leisure activities that runs four days a week, each time in a different section of the paper. Some newspapers have been particularly successful with "professional services" directories, says Anderson.

Developing new revenue is an aspect of classified advertising being probed by the Classified Task Force of NAB's Future of Advertising project. Preliminary results of a survey of newspapers released last year to task force members revealed that 63 percent of newspapers over 100,000 circulation had developed new classifications in the past three years, as had 52 percent of newspapers with less than 100,000 circulation. Most also had developed new products such as guides.

Sheila Parker, director of advertising development for Gannett Co., suggests newspapers also build a more solid foundation within the three major classifications by developing "subcategories." Within the automotive classification, these might include auto servicing, accessories and leasing, for example.

She recommends newspapers first conduct an "audit" of their markets using the Yellow Pages to identify commercial advertising prospects. "We've seen cases where a newspaper will have 15 active contracts and think that is good." But when that was compared with the 526 prospects turned up by the audit, "that 15 all of a sudden looked very, very paltry."

But active solicitation of commercial accounts outside classified's traditional big-three categories could bring a classified department in conflict with the newspaper's retail-ad department, cautions Timothy W. Collom, assistant CAM of the

Newspapers have learned to deal with economic nosedives by "looking around for new categories" of classifieds to emphasize.

Rocky Mountain News in Denver. Unless the two departments cooperate, "you are selling against your own product, and that defeats the purpose."

A newspaper classified advertising department usually is divided into an "inside" sales staff, selling over the telephone, and an "outside" staff, providing in-person service to larger contract advertisers. According to Gannett's Parker, a small newspaper may have one outside sales person and two to three people inside on the telephone; a medium-sized paper, three to four outside sales people and a telephone staff from 10 to 12; a large newspaper, six to eight outside sales people and 35 or more people on the phones.

Several years ago there was a movement to consolidate newspapers' retail and classified outside sales staffs. Some newspapers that tried it have since gone back to separate staffs, Parker reports. Unless they are thoroughly trained, she says, former retail advertising salespeople will tend to continue to emphasize retail.

Gannett's San Bernardino Sun is one newspaper that combined its outside sales staffs, and the merger has lasted. Advertising Director Orage Quarles III says training was the key to the staying power of the venture.

The newspaper also had an advantage in that the members of its retail sales staff had first worked in the newspaper's six county offices, where they sold both retail and classified, he says. Moreover, when it combined the staffs five years ago, the Sun stressed that the move was not experimental. Says Quarles: "We went in with the philosophy that this is going to work."

One prediction is that future classified staffs will consist of fewer outside sales people and more "telemarketers."

Foley of the Worcester Telegram & Gazette says buyers and brokers refer to the "Homes" section all week.

In recent years, emphasis on classified departments' inside sales has been on new forms of "telemarketing"—selling by telephone.

Patricia Barnes, CAM of The Hartford Courant, recalls that when she was hired as an "ad taker" at Newsday in 1971, her job was to answer the telephone when someone called to place an ad. "There was no requirement to sell anything."

Now, when someone calls to place an ad, says Barnes, it is the job of the classified sales person to sell a larger ad, to sell multiple insertions and to suggest the addition of an attention-getting headline or piece of art.

Twenty-two of the Courant's 45-person telephone staff take incoming calls primarily from individuals, 19 service commercial accounts, and four work on developing new business.

Emphasis by inside sales staffs on developing new business is a recent trend, says Kitty Vance, NAB's vice president, telemarketing. She predicts that newspapers' future classified staffs will consist of fewer outside sales people, more telemarketers. Telemarketers can handle more accounts for less money than outside sales people, she notes.

Two newspapers in the Northeast provide examples of how telemarketing can pay off.

- At The Asbury Park (N.J.) Press (evening, circulation 139,585), a five-person telemarketing staff works almost exclusively selling classified "theme pages," such as an Easter dining guide. Since it was formed in 1984, the staff has generated more than $1.9 million in sales, according to Telemarketing Supervisor Geri A. OBorne.
- At The Leader in Corning, N.Y. (evening, 16,432), two part-time telemarketers solicit new business to coincide with national observances such as Children's Dental Health Month and National Pasta Week. "I get a book of all the special dates," says CAM Mary L. Kosty. The effort, begun in early 1985, averages $2,000 a week in new business. "It's been wonderful," says Kosty, "and there is much more there" to be mined.

KEEPING COMPETITIVE. Daily newspapers are not the only ones trying to drum up classified business.

Preliminary results of a survey of classified ad managers, reported last year to members of the Future of Advertising project's Classified Task Force, revealed the extent and type of competition.

After other daily newspapers, radio and television had the largest share of the automotive market, the survey revealed. In real estate, dailies' largest competitor was that fairly recent phenomenon—the magazine-like guide to homes on the market.

For employment advertising, larger dailies got their principal competition from weekly newspapers, smaller dailies, from shopping publications. Shoppers also were dailies' biggest competitor for classified advertising by individuals—so-called "private-party ads."

David R. Jolley, president and chief executive officer of Toronto Star Newspapers Ltd., chaired a FOA task force subcommittee that looked at daily newspapers' print competitors, particularly specialty advertising publications. The "great advantage" many such publications have over dailies is their ability to run photographs, Jolley says. "They have a very small distribution, so their rates are much cheaper," he adds.

One of his recommendations is "wherever possible, try to offer pictures for classifieds"—such as homes and automobiles for sale—at reasonable rates.

The Chicago Tribune is trying that. The Tribune had grown so much and become so expensive that it no longer was a "cost-efficient buy" for neighborhood real estate brokers, who turned to smaller local papers, primarily weeklies, says CAM David D. Williams. Not only were these publications cheaper, but they also offered high-quality photo reproduction.

In 1983, the Tribune began zoning its classified section. Two years later, when it got new printing facilities, it began offering photographs in the real estate section. At the same time, it rearranged its Friday classified tabloid section, leading with real estate classifieds and adding articles and other features on the subject. Last year, it carried "several hundred" pages of real estate ads with pictures, Williams says.

Other newspapers have created new sections. The Worcester, Mass., Sunday Telegram, for example, launched a "Homes" section last April. "We see it being used throughout the week," says CAM John J. Foley. "The buyers and brokers carry that package around."

Some newspapers have even taken on the specialty publications head-to-head. One is The Flint (Mich.) Journal, which publishes "A Picture Guide to Homes for Sale" every other week and distributes it free via participating advertisers and at drop-off points throughout the area. CAM Robert Vance says the newspaper decided to publish the guide because real estate advertisers expressed a desire for such a product. "When you walk into a customer today, you want to try to be able to say, 'Yes, I can do that,'" says Vance. "For years, I think newspapers spent too much of their time saying 'No, we can't do that.'"

Creative pricing schemes are another way newspapers are meeting the competition. The Bradenton (Fla.) Herald, for example, stresses multiple-insertion discounts. "It may cost only two or three dollars to run a three-line ad in a weekly publication, but that's only a one-time ad," says CAM David C. Munster. "We attempt to sell 15-time ads for a reasonable rate."

Like many other dailies, the Herald also has a special free-classified program. A two-line "Snap Ad" can be run free for three days if the item costs less than $50. Not only do free ads keep a daily newspaper competitive, they also keep ad count and readership up. "The more readers we have," Munster observes, "the more result potential we have for our advertisers."

Promotion is the key. "I believe that your private-party volume is in direct relationship to the amount of promotion you do," says Beverly A. Klein, vice president/advertising for Journal/Sentinel Inc. in Milwaukee. (See profile, p. 38.)

Promotion can also be effective in attracting business advertisers. Former CAM for The Milwaukee Journal and Milwaukee Sentinel, Klein in 1982 introduced a twice-yearly, major classified campaign called "Classified Jamboree." The promotion features a readership-building contest—this year it was a crossword puzzle with the answers found in the classified section. The first time the campaign ran, the promotion accounted for 50,000 additional lines, says Klein. "Each year we have been building on that."

© David Rambo

Help-wanted ads are second only to auto advertising in classified linage.

Although classified readership can be pumped up by such promotions, the chairman of a group of newspaper executives that has been studying classified readership, is concerned. John T. Williams, publisher of the Plano (Texas) Star-Courier and president of Harte-Hanks Community Newspapers, worries that classified readership has dropped and about "what that says about how solid our franchises are."

According to an analysis of readership studies conducted for NAB in 1979 and 1986, there apparently has been some slippage. In response, Williams' FOA Readership Subcommittee will develop a list of ways newspapers can achieve a "particularly effective and well-read" classified section.

The subcommittee already has found some key ingredients by examining a group of classified sections with high readership and another group of sections with lower numbers. "There were a number of things that were obviously important to a good classified section," says Williams. Among them:

- A large number of individuals' ads.
- A prominent location. Classified pages that led a section were better read than those that were sandwiched between sports pages, for example.
- A masthead or index that explains the categories.
- A minimum of abbreviations. Subcommittee members were

> ***Perhaps the most eagerly awaited standards for classified advertising are those for the "remote entry" of ads via a personal computer.***

baffled by some of the abbreviations they found—"3-2-2" for a house with three bedrooms, two baths and a two-car garage; and "wbfp" for wood-burning fireplace.

The subcommittee also is interested in determining whether there is "one best typeface" for classifieds, says Williams. It is working with The Poynter Institute for Media Studies in St. Petersburg on ways to improve the appearance of a classified section.

Related to appearance, of course, is format, and efforts are under way to bring a more standardized format to newspapers' classified pages.

Classified was excluded when the U.S. newspaper business adopted the Standard Advertising Unit system six years ago, and again three years ago when the SAU® system was refined to establish a 6-column format for most newspaper advertising. The current sentiment to standardize classified flows from the same desire that motivated newspapers to move to SAUs: to make it easier for advertising agencies and advertisers to "buy" more than one newspaper. "It (classified) is a complicated business," says Don Clark, director of classified advertising for the Los Angeles Times and chairman of the ANCAM Standardization Committee. "We are trying to simplify it."

Perhaps the most eagerly awaited standards are those for the "remote entry" of classified ads via a personal computer. The ANCAM committee hopes to offer recommendations at the association's convention June 21-24 in San Diego. In addition, Clark says, the committee is expected to suggest "basic guidelines" for:

- Classified format. "Our general feeling at this time is we will standardize this in stages." The first stage would be the establishment of three standard formats—6-column, 9-column and 10-column. "Over the long term, I think you will see newspapers evolving to a 10- and a 6"-column format.
- Rate card standardization (as was done recently for other types of ROP advertising).
- Providing a standard number of tear sheets to various classified advertisers.

GROWING STATURE. With classified contributing more to newspaper revenues, publishers are paying more attention to classified departments and trying to upgrade them, their managers say. Besides the revenue factor, the specter of legal problems arising from classified ads is a major reason for greater emphasis on classified staff training and recruitment.

ANCAM President Lee C. Bollinger, classified advertising manager of The Press Democrat of Santa Rosa, Calif., recalls that

Unusual Examples Illustrate the Draw of Classifieds

Today, newspapers often use testimonials from satisfied customers to promote their classified sections.

In 1791, Dunlap's American Daily Advertiser in Philadelphia could have requested a humdinger of a testimonial—from President George Washington. The newspaper ran this ad: "WANTED: A steward for the Household of the President of the United States. Any person well qualified for, and willing to act in this capacity, may learn particulars by enquiring at the President's house."

Prominent people also have *responded* to newspaper classifieds. Until it gave up the practice in the early 1970s, the Association of Newspaper Classified Advertising Managers gave an annual award to notables who got their start by answering a help-wanted ad. The honorees included cartoonist Walt Disney, who in 1920 answered an ad for an artist in the Kansas City Star, and comedian Groucho Marx, who in 1905 responded to one for a singer with a vaudeville act in the New York Morning World.

Many newspaper classified advertising managers today can cite their own "most memorable" classified ad.

R. David Cherry, CAM at the Times-Union and Knickerbocker News in Albany, N.Y., recalls a poignant plea from a student for financial assistance so she could finish college. "I think it came to a happy ending," he says.

USA Today, which bills itself as "The Nation's Newspaper," had a happy ending to its brief run at being the nation's matchmaker. "Two people actually did meet, fall in love and marry through USA Today," reports Lise R. Chin, vice president, classified advertising. The newspaper learned of the success story last spring after it had eliminated the category for lack of response, Chin says.

Not all personal ads are as well-received. Gregory J. Ward, classified sales manager for The Charlotte Observer, recalls an episode at another newspaper in which a woman discovered that her husband had responded to a personals ad—and sent off her own scathing reply to the advertiser.

ABC TELEVISION NETWORK: YOUR SERVICES, such as they are, will no longer be required as of 12/20/86 —Jimmy Breslin —ADVT

Newsday CAM Lewis F. Roberts reports the paper has carried ads for lobster "parts" instead of lobster "pots"; "fortified men," instead of "four to five men"; "gross opportunity," instead of "growth opportunity"; and "gentile puppy," instead of "gentle puppy." The paper's policy in case of error is to rerun the ads for free, Roberts says.

Among the most unusual classifieds today are the ones that appear on the front page of The New York Times. These "reader" ads have been used to announce everything from a marriage proposal to a 50th wedding anniversary. Recently, New York Daily News columnist Jimmy Breslin announced his resignation from a late-night TV talk show via a reader ad. The ads are not cheap; they run $200 on weekdays, $260 on Sunday, with a two-line minimum and six-line maximum.

Front-page classifieds once were commonplace on a great many newspapers because they were used to fill columns, according to Times spokesman Leonard Harris, who adds: "We retain them for the same reason we retain so many things: tradition."

some years ago new staffers were seated next to an experienced telephone sales person to observe for three or four days before being turned loose on the telephone. Many "now have a two- to three-, even four-week training program," he says.

Peter J. Caruso, a Boston lawyer with a special interest in advertising law, calls the classified department a "fertile field" for legal problems in the newspaper. Of all the things newspapers can do to protect themselves, "first and foremost is training," he says.

Why is classified prone to legal problems? Caruso, who was CAM at the Lawrence (Mass.) Eagle-Tribune before he began practicing law, gives several reasons. Classified handles a "tremendous volume" of ads; most come from individuals, not business people; there is an immediacy to publication; most ads result from telephone conversations rather than face-to-face meetings with customers; and most classified staffs are large.

Caruso says classified staffers should know the legal constraints on the content of classifieds. For example, federal and state laws prohibit discrimination in the sale and rental of housing. Last year, the Justice Department filed suit against a Mississippi newspaper, alleging violations of fair housing law [**presstime**, Sept. 1986, p. 38].

Classified staffers also need to know what types of ads the newspaper may regard as taboo, even though they may be perfectly legal. Most newspapers have published "standards of acceptance" for classified advertising, Caruso notes. A second line of defense, he says, is the classified rate card, which should contain such things as a notice of the publisher's right to reject an ad.

Classified's growing stature is also reflected by the fact that when it comes time to fill advertising director positions, newspapers now tend to look for people with classified experience, says A. Dean Welch, vice president, classified, for The New York Times Regional Newspaper Group. "I think if you go back even four or five years, you'll find that the ad director's position was mainly filled through the retail advertising manager's position," says Welch. Even when a newspaper went outside its own staff to fill the slot, he notes, it seldom went to a classified advertising manager.

Agreeing with Welch is Raymond A. Jansen Jr., senior vice president and general manager of The Hartford Courant. Jansen, who himself started out as a classified telephone salesperson at Newsday, comments: "I don't know if you could say it's a trend, but it's certainly happening more than it did a couple of decades ago in this business."

Classified provides good preparation for higher management positions because "you have to deal with . . . so many 'publics' within the advertising community," Jansen maintains. He also says the "ultimate involvement" of readers with the newspaper is when they "put down money to buy advertising in that paper because they have faith that it will do the job for them. That requires that the classified manager be totally in tune with what the paper means to the community and how it fits the fabric of the lives of its readers."

Despite the increasing importance of the classified department to newspapers, and the increased recognition accorded the classified staff, the field does not attract college advertising students in appreciable numbers. "They have no interest in the area and very little knowledge of it as a career," says W. Ronald Lane, associate professor of journalism at the University of Georgia.

Part of the indifference can be traced to educators who do not spend much time on newspaper advertising in their classes, Lane says. But, he adds, newspapers share the blame for not doing a better job of selling themselves to advertising majors.

> *Classified provides good preparation for higher management jobs because "you have to deal with . . . so many 'publics' within the advertising community."*

Durwood G. Canaday, chairman of the ANCAM Education Committee, concurs that the industry hasn't been effective in reaching students. As a consequence, newspapers are losing out on hiring bright young people for their classified departments, and the students are missing out on "one hell of a career."

Canaday, classified advertising director at The News & Observer and The Raleigh (N.C.) Times, says students "see classified as a low-end medium, where people only advertise their used cars and washing machines."

ANCAM plans to correct that misconception by providing course materials to college advertising programs. The Danville, Ill.-based association will seek educators' views on the form the material should take, Canaday says.

NEW TECHNOLOGY AND THE FUTURE. Not only the people working in classified departments but the tools they use have been upgraded in the past decade. Classified managers say flatly that the greatest trend to hit their departments during that time has been computerization.

It was the computer that allowed the telephone ad taker to become a seller, Baton Rouge's Conner points out. With a video display terminal, he says, "You can redo the ad for the customer right in front of you, make it a better ad—one that will get better results for the customer and better linage for the newspaper, too."

Computers first made inroads at classified departments, just as in newsrooms, in the form of VDTs driven by central computers. Today, as is happening elsewhere in the newspaper plant, personal computers are showing up in classified departments. (See story, p. 18.) Some newspapers also have gone to complete pagination of classified sections. Among the first was the San Jose Mercury News. One of the principal advantages of pagination, says CAM Beach, is that "it avoids the classification heads at the top of the page being pasted up incorrectly by a human being." The newspaper has been able to save $100,000 a year in error adjustments because of that alone, he says.

Pagination also has allowed the newspaper to extend its deadlines an hour. And, Beach says, it has put total control of the section in the hands of the classified department.

The Mercury News has been at the technological forefront in another way, too. It was one of the first newspapers to use a "voice mail" system in the classified department. Basically a sophisticated telephone answering machine, it is used to record messages left for the sales staff.

According to a report by ANPA Telecommunications Department, other newspaper classified departments have found additional uses for voice mail. For example:

- The Record of Hackensack rents "voice mailboxes" to customers for 72 hours after a classified ad runs. The mailboxes, which cost customers $10, are an electronic version of the traditional newspaper service of providing classified advertisers with a box number for replies.

Chicago Tribune CAM Williams and Project Manager Barbara Wentz review revamped classified section.

- The Rocky Mountain News offers customers a "Sale Saver" voice mailbox in conjunction with a classified. The customer may record a message with additional information about the ad, as well as receive recorded replies.

The ANPA report was prepared for a subcommittee of the FOA Classified Task Force that is also studying how competitors might use new technology "to take dollars away from classified," says Welch of The New York Times regional newspapers, the subcommittee chairman. The panel will examine how publishers can identify a "threat" in their markets and what they can do to counteract it.

Newspapers long have seen both an opportunity and a threat in electronic classifieds.

"I see at some point in the future the direct possibility that there will be a market for electronic classified. And I also see it possible that somebody else could have a go at that same market," says Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican, and chairman of the ANPA Telecommunications Committee. "But I also think, from our point of view, that we have a good shot at it to begin with." Newspapers have the database and the reputation for being the place to go for classified advertising, Martz notes.

The Los Angeles Times recently looked at the potential for electronic distribution of newspaper classifieds and found little there. "We didn't think that the existing classifieds, as they are now constituted in the newspaper database, provided a lot of opportunity for republishing, either to consumers or to businesses," says James Holly, director of information services development of The Times Mirror Co.

However, says Holly, "possibly there are some better opportunities" if the ads were altered to make them more informative. For instance, an employment classified available in electronic form might contain additional information about the company that placed the ad.

Recently, the Times has been keeping its eye on a new practice of aerospace companies of putting a telephone number at the bottom of their employment classifieds, advising readers they can dial up additional employment information if they have a personal computer and modem. In the short term, Holly does not believe this ploy will adversely affect the newspaper's classifieds, unless it means that the jobs are filled faster and the ads do not run as long. However, over time, it could result in less employment advertising for the newspaper, he says, because companies might simply advise job-seekers to use the computer to obtain listings.

Newspapers also are keeping their eye out for the emergence of electronic Yellow Pages telephone directories.

The main difference between a Yellow Pages ad and a newspaper classified is that the former typically is updated only once a year, says Holly. If a Yellow Pages directory is available electronically and constantly updated, "then it at least begins to move in the direction of a business classified ad."

In some areas of the country, there already are "talking Yellow Pages" whereby a person dials a number and an operator provides the information being sought.

At least one newspaper company has gotten involved in that kind of enterprise. The Journal Co. of Providence, publisher of the Providence Journal and Bulletin, recently entered into a joint venture with a local entrepreneur to offer "Livewire" in the Providence area. Currently, operators provide information on more than 30,000 businesses, says David F. Donnelly Jr., director of electronic information services for the company. Soon, operators will be able to connect callers directly with businesses.

Telephone companies also are interested in the field. Cincinnati Bell Telephone Co. entered into an arrangement with Donnelley Information Technology, a division of the Dun & Bradstreet Corp., to provide a talking Yellow Pages service in Cincinnati.

The consent decree governing the breakup of AT&T currently prohibits the seven regional Bell operating companies from providing information services. (Cincinnati Bell is not a BOC and thus is not restricted by the decree.) But that prohibition would be lifted if the Justice Department gets its way. (See story, p. 45.)

The department has said in comments to U.S. District Judge Harold H. Greene that electronic classified ads would be "one of the benefits of unleashing the BOCS," notes ANPA Telecommunications Committee Vice Chairman Johnson. This suggests, "at least in the minds of some people in the Justice Department, that electronic classifieds should happen sooner than later," he adds.

Committee Chairman Martz says the newspaper industry would have a problem if a BOC launched an electronic classified service in its own service area. "The threat is still there of an anticompetitive situation if the telephone company has the monopoly bottleneck facilities."

Despite the potential of competition from electronic classifieds and the ever-present economic uncertainty, the chairman of the FOA Classified Advertising Task Force sees "a very bright future" for newspaper classifieds.

"I wouldn't forsee major change," says Ashton Phelps Jr., president and publisher of The Times-Picayune in New Orleans. But he says it will be "crucial" for newspapers to hold on to "private-party ads by making sure we offer them at attractive prices. Particularly, the metros must keep a good mix of private-party classifieds. It's vital to the readership and the role of classified as an active marketplace. That's what makes it tick."

In sum, the New Orleans publisher says he looks forward to a "fine-tuning of our classified operations rather than any radical overhaul. . . . The primary thing we are going to need to do is do what we have been doing, but do it better." ☐

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Chicago's best read newspaper welcomes America's best read columnist...and her legion of loyal readers.

Chicago Tribune

A great Columnist deserves a great newspaper.

ABC Publisher's Statement, September, 1986

ESOPs

Getting a piece of the action

BY CLARK NEWSOM
presstime labor writer

Employee stock ownership plans, known as ESOPs, had their genesis in the newspaper business. But only a handful of newspapers have adopted the plans in which employees get "a piece of the action"—even majority ownership, if that's the desire of the owner setting up the plan.

The publisher of one daily with an ESOP, John T. McConnell of the Peoria (Ill.) Journal Star, says the main reason there are not more such plans in the newspaper business is "greed." He says an ESOP "may require a sizable financial sacrifice on the part of the owning families"—that is, instead of selling the property to an outsider for a large sum, the owner allows the company to remain in local hands.

Some benefits specialists also say that the plans are complex and difficult to administer, and this has been an impediment to their being more widely established.

On the plus side, ESOPs do offer tax advantages—even more so under the Tax Reform Act of 1986. And although McConnell does not expect the number of newspaper ESOPs to proliferate in the near future, he reports he has received "inquiries from publishers about what we're doing here."

In recent years, the biggest movement on behalf of newspaper ESOPs came from The Times Mirror Co. In 1985, the Los Angeles-based company added an ESOP to the employee benefits programs at three newspapers—the Los Angeles Times, Newsday of Long Island, N.Y., and The Morning Call in Allentown, Pa. The program may be extended to other Times Mirror newspapers in future years, according to the company.

The three-paper ESOP holds about 3 million shares, or 4.8 percent, of Times Mirror common stock, which was purchased with $150 million in bank loans over a 10-year period.

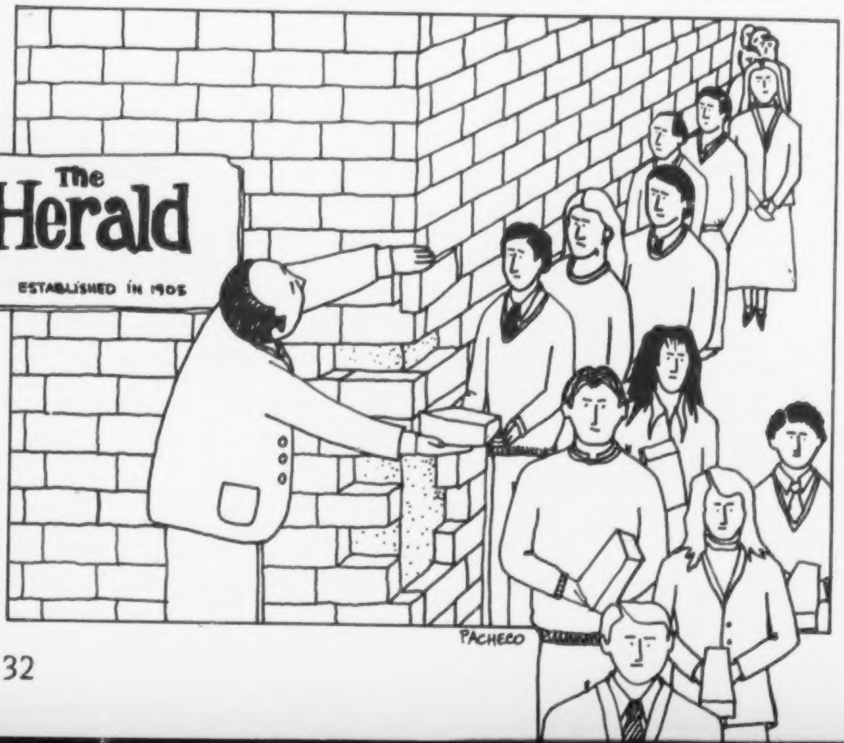
Employee ownership advocates have long held that employee-owned firms tend to be more productive and successful than firms without ESOPs. "The ESOP gives employees a chance to participate in the ownership of the company," says James D. Boswell, vice president of employee and public relations at the Times. "We feel employees who share ownership will have a greater commitment to the company's success."

Also in 1985, Persis Corp., the principal subsidiary of which is The Honolulu Advertiser, adopted an ESOP that now owns 30 percent of the company.

The Cape Codder of Orleans, Mass., also is about 30-percent owned by its employees through an ESOP set up in 1981.

"We didn't have a formal pension plan before," says Paul Donham, vice president of the semiweekly, and the stock ownership program helps provide for employees' long-term financial needs.

It is a "morale builder," says Donham, who notes that although he cannot prove the ESOP is totally responsible, "profits have increased the last six years."



TAX BENEFITS. But an employee stock-ownership plan is much more than something to buoy employees' spirits. Under current federal estate tax law, an ESOP "enables the owner to have a vehicle to dispose of his stock" with better tax consequences than selling to other parties, Donham says.

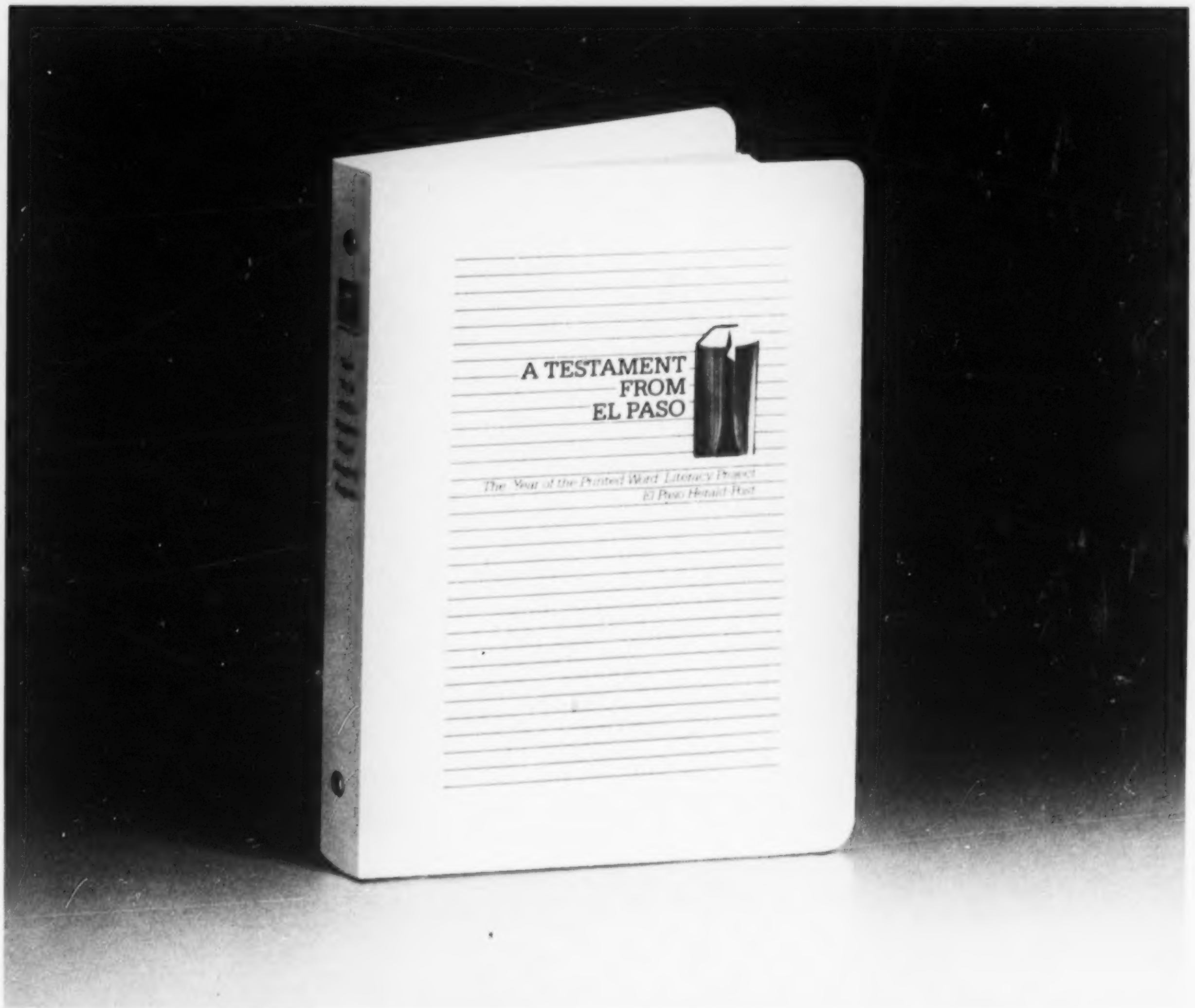
The ESOP also gives the owner peace of mind that there will be "continuity" to newspaper operations—that is, the newspaper will continue publishing under local ownership after the death of the owner.

However, despite their apparent advantages for employees and owners alike, there are only about 7,500 ESOPs in all U.S. industry and proportionately few—a handful, experts say—in the newspaper business.

The ESOP concept was developed in 1957 by Louis O. Kelso, a San Francisco investment banker, lawyer and author, as a way for the owner of Peninsula Newspapers Inc. of Palo Alto, Calif., to convert the company to employee ownership. (Twenty years after the Palo Alto ESOP was established, the newspaper was sold to Tribune Co. of Chicago and the program ended.)

The plans did not catch on until 1974, when then-Sen. Russell B. Long (D-La.) persuaded Congress to provide such plans with a series of tax benefits and a legal framework—the Employee Retirement Income Security Act, or ERISA—within which to operate. Since then, according to the National Center for Employee Ownership in Oakland, Congress has passed 16 different laws encouraging employee ownership.

ESOPs generally are viewed as retirement plans that invest primarily in company stock. Unlike plans in which workers can



OPENING DOORS TO A WIDER WORLD: A TESTAMENT FROM EL PASO

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With these words Jay Ambrose, editor of the El Paso Herald-Post, launched what is perhaps the most comprehensive literacy program in America. The Herald-Post has organized or helped sponsor more than 30 community literacy projects during "The Year of the Printed Word."

To help other interested newspapers organize similar projects, Ambrose has summarized his experience in a handbook, "A Testament From El Paso." Published by Scripps Howard Newspapers in Cincinnati, it describes both what worked and what didn't. A copy is being mailed to the editor of every daily newspaper in the United States.

"A Testament From El Paso" gives new meaning to the power of the printed word.

Additional copies of the booklet are available at $2.25 per copy from The American Society of Newspaper Editors Foundation, P.O. Box 17004, Washington, D.C. 20041.

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ESOPs generally are viewed as retirement plans that invest primarily in company stock. Employees receive shares at no charge based on length of service and straight-time salary.

purchase stock through payroll deductions, employees do not put up any money in the ESOP. They receive stock in the plan at no charge and based on length of service and straight-time salary. Annual statements on the value of ESOP accounts are furnished annually to each member.

ESOPs also offer at least one unique advantage: They are the only employee benefit plans that can borrow money. Typically, an ESOP borrows money from a bank and gives it to the newspaper in exchange for stock. The ESOP repays its bank loan from annual payments the company makes to the ESOP.

All three parties come out ahead: The ESOP gets richer, the newspaper gets working capital and can write off the annual payments as a business expense, and the bank gets a loan on which it is required by law to pay tax on only half the interest payments.

In Peoria, the four-year-old ESOP owned 82 percent of The Peoria Journal Star Inc.'s stock as of Dec. 1, 1986. The ESOP obtained a $25-million, 10-year bank loan in 1986 to acquire additional stock. Fred L. Bergia, business manager and controller, says the ESOP will hold 100 percent of the stock by 1996 "or sooner."

The stock price has doubled in three years. "Even with the sluggish economy in Peoria, it's been a very successful program from a financial standpoint," says Bergia. "Employees have seen their accounts go up dramatically. Also, it's kept the newspaper locally owned," which was the intent of President and Chairman Henry P. Slane when he established the plan.

There are at least four other ESOPs in the newspaper business [**presstime**, Aug. 1983, p. 36]—at The Columbian of Vancouver, Wash., and The Daily News-Miner of Fairbanks, Alaska, both started in 1975; at The Salt Lake Tribune in Salt Lake City, which was launched a year later and The Cedar Rapids (Iowa) Gazette, which established an ESOP in 1986.

The State-Record Co. of Columbia, S.C., established an ESOP in 1984, but it was terminated with payouts to employees in December 1986 after the company was acquired by Knight-Ridder Inc.

(In addition to newspapers with ESOPs, several other papers have employee-ownership programs that are not ESOPs as defined by tax law. Examples include The Milwaukee Journal and Milwaukee Sentinel, and the Omaha World-Herald.)

NEWSPAPER ADVANTAGES. Some observers predict that tax advantages provided in the new tax law will be the impetus ESOPs have needed to become established at more newspapers.

The new law contains changes that preserve tax advantages to a newspaper owner who establishes an ESOP while giving the owner added protection against loss of control of the newspaper's operations. These changes are "very favorable toward newspapers," says John A. Beam III, an associate in the Nashville law firm King & Ballow, which has numerous newspaper clients.

The act applies two special rules for newspapers whose stock is "not publicly traded and a substantial portion of whose business consists of publishing a newspaper for general circulation on a regular basis."

First, Beam says, for an ESOP holding newspaper stock not registered with the Securities and Exchange Commission, the new law eliminates a requirement that each participant be allowed to vote on certain corporate issues. This special rule gives the plan trustee control of major corporate decisions, such as selling the business.

Second, the law permits newspaper ESOPs to acquire non-voting common stock. This means plan participants would not attain a position of being able to control the business. Additionally, creating a non-voting class of stock could reduce potential estate tax liability for a closely held newspaper by providing multiple-ownership discounts in the valuation of newspaper stock for estate tax purposes.

Corey Rosen, executive director of the National Center for Employee Ownership, says ESOPs are among the least understood business developments of recent years. "They are very flexible vehicles that can be used for a variety of purposes," he says.

But Rosen adds: "How well they meet the needs of employees and management depends on how well they are used." ☐

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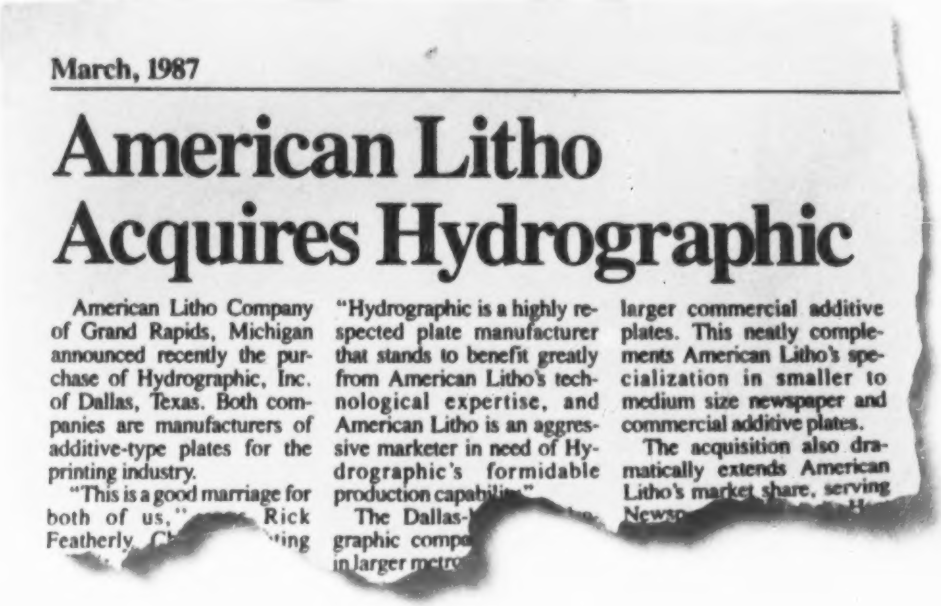

March, 1987

American Litho Acquires Hydrographic

American Litho Company of Grand Rapids, Michigan announced recently the purchase of Hydrographic, Inc. of Dallas, Texas. Both companies are manufacturers of additive-type plates for the printing industry.

"This is a good marriage for both of us," Rick Featherly, Ch ting

"Hydrographic is a highly respected plate manufacturer that stands to benefit greatly from American Litho's technological expertise, and American Litho is an aggressive marketer in need of Hydrographic's formidable production capabili

The Dallas- graphic comp in larger metro

larger commercial additive plates. This neatly complements American Litho's specialization in smaller to medium size newspaper and commercial additive plates.

The acquisition also dramatically extends American Litho's market share, serving Newsp

When a young, aggressive company acquires an older, established industry leader, *that's* news! And that's exactly what happened when American Litho recently announced its acquisition of Hydrographic, Inc.

But *this* news-making partnership means a lot more than just headlines.

It means an expanded product line for both companies. And greater production capacity.

It means improved service. And faster turnaround and delivery times.

It means we've combined American Litho's technological expertise and fanatical devotion to quality with Hydrographic's long-standing leadership in the industry.

It means you're going to get the best of the old and the new.

In short, it means we've created a company that will set a new standard for quality... for innovation ... and for service.

So, after you've seen the headlines, get the full story on how *you* are going to benefit from the American Litho/Hydrographic team.

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The Payback for Tutoring Is Watching a Face Light Up

BY MARTHA SMITH

For a year, a 50-year-old man and I have worked together so he can learn to read. He completed nine grades in a New York public school system, but he couldn't read. His confused alphabet had only 19 letters.

"I've faked it all the way," he said at the beginning of our classes.

This man faked it very well. He is financially secure and successful in the business he owns with his wife. If something required reading, his wife did it. Nobody except his wife knew he was unable to read.

He told me that when we were almost three months into his new learning. By that time he'd enjoyed some exciting mental adventures. From the day he could recognize "a as in apple," he was sailing on a voyage of discovery equal to Marco Polo's.

Soon he could write a love-letter to his wife—very short and simple—something he longed to do for more than 20 years. Now, he says, he pens her a brief note almost daily. She likes the lessons, too; she's very proud of him.

Now he visits the public library, clawing through the new "young adult" books. He browses in bookshops. He even bought a book about his hobby, photography. Sadly, he found that book too difficult; but not forever, he says. The man still strives.

He enjoys the lessons; he finds funny things. An early struggle with the difference between "this" and "the" brought this wry comment: "If you move the letters around in 'this' you can make another word." The astonished tutor said, "Yes, but we won't find THAT word in these lessons."

He took his wife on a brief holiday. For homework he produced a short story, "My Vacation." He had some odd spellings and some curious grammatical constructions, but it's a triumph. Seven months earlier he could not write a sentence.

He likes the easy crossword puzzles provided by the local Literacy Council. He gets two of them when the tutor thinks he earned A-plus.

About two months ago his skill in reading improved markedly. When he could recognize basic marks of punctuation, his reading aloud made a quantum leap ahead. At first he read in a monotone; now he can make the sentence a question, and he elevates his voice when he sees an exclamation point.

Sometimes he despairs of remembering everything. Then I show him a piece of his earlier work, and his face lights up with joy because he can view his own progress.

He's very good with numbers; practice at home now enables him to spell out the numbers he needs to write a check. He says he could never write a check before these lessons.

I was not trained to be a teacher; he asks questions I can't answer. At this time he is in the area of "long i" sounds and spellings. He doesn't understand why "igh" is long in "high" or "flight," but not in "eight" or "freight." Neither do I. My stock answer must be: "I do not know why. After a while you will connect the word with other words in the sentence and simply recognize it."

He says, "I will never remember all of this." I say, "If I can, so can you." Then his jaw tightens. I see determination in his eyes and he says, "Well, maybe so."

One of his big ambitions is to read a newspaper, especially the classified ads. His business involves buying old rat-trap houses and refurbishing and repairing them for resale. He needs to read the ads.

He wants to read the stories about zoning and politics in the local community. He hates it when friends discuss current events in national and international news and, he says, "I just sit there like a dumb zombie because I can't read the paper."

He will soon stop feeling like a zombie, because already he can read headlines and grocery-store ads. That's part of the lesson plans.

We are now in the last book of instruction. By late May our adventure together will end.

We meet twice a week for one hour of work each time. He wants to meet more often and work longer. This is not possible; my own life prevents more frequent meetings. More than an hour of concentrated effort and I discover his brainwork slows—not to speak of my own.

In a way, tutoring is like rearing a child. It's wonderful to note his progress and realize I help him. To watch him write a practice check for "Three hundred and thirty-four and 52/100" is as big a thrill as viewing your child exhibit sterling table manners.

It's a glorious experience to be a tutor. I will be sad when we complete the course. ☐

Martha Smith is the wife of Stanford Smith, who was ANPA general manager from 1960 to 1975. They live in Satellite Beach, Fla.

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Beverly Klein

Small, Steady Steps Lead Part-time Sales Rep To the Top

BY MARGARET GENOVESE
presstime staff writer

Few newspaper people look back on a strike with fondness. Beverly A. Klein does.

Hired in 1961 as a part-time telephone sales representative in the classified department, she had only been on the job a few months when the mailers' union struck The Milwaukee Journal—the first strike the newspaper had ever experienced.

"All other employees in the company just pitched in and did everything they could in the spirit of cooperation," says Klein. Instead of answering phones, she found herself composing the classified pages.

That 26-day walkout was the start of a 26-year love affair with newspapering in general and The Milwaukee Journal and Milwaukee Sentinel in particular for Klein, now vice president-advertising director for Journal/Sentinel Inc. The spirit that infused the newspaper was "contagious," she says. "I picked it up, and I never lost it."

The story of Klein's rise from the phone room to the executive suite is one of a series of small but steady steps. First to full-time telephone sales, then classified copy editor, training supervisor, sales supervisor and telephone sales manager.

In 1977, she became classified advertising manager. Although many women were classified managers at smaller newspapers, it was still unusual for a woman to be found at the helm of a major metropolitan newspaper's classified department. However, that is changing. According to a national survey, "The Media in the '80s," almost a quarter of the newspapers with over 100,000 circulation now have female classified managers [**presstime**, Oct. 1986, p. 31].

"This is the way it is throughout the workforce now," says Klein. "Women are staying in the workforce. They are striving for goals that they no longer consider unreachable."

In 1982, she was elected president of the Association of Newspaper Classified Advertising Managers, the second woman to hold the office. A 1985 article published by ANCAM says Klein's name is "perhaps . . . mentioned more than any other when discussing influential women in classified."

In 1984, Klein was named advertising manager for the Milwaukee papers, becoming an example of another trend some see emerging at newspapers: the increasing tendency to promote classified managers to advertising director. A year later, she got the additional title of vice president of the company.

"I think that her particular career path has given her an excellent background of the details of advertising, and yet she transcends that and understands the big picture extremely well," says Mal Malette, director of development for the American Press Institute in Reston, Va., where Klein is a frequent discussion leader on advertising and marketing.

"She makes it a point to know her business, and she's been very successful at it," says Marvin C. Veal Jr., former classified advertising manager recently promoted to assistant advertising director of The Dallas Morning News.

Although Klein no longer has daily responsibility for classified advertising, it comes within her purview as advertising director. She also is chairman of a subcommittee of the Future of Advertising project's Classified Task Force.

Classified is a "sleeping giant," according to Klein, a category that will continue to grow and expand. She also expects growing recognition of classified's importance to newspapers. "I think there are some papers that have always recognized the vast importance of classified," she says. "I think as more and more newspapers have leaders who come up through the classified ranks we will see more of this."

Colleagues describe Klein as energetic, enthusiastic and optimistic.

"She's always up," says Abigail J. Nash, vice president-promotion director for the Milwaukee papers. "She always sees the potential benefit in programs and ideas."

A rapid-fire talker, Klein packs a lot of activity into the workday by getting an early start. "She's given to holding breakfast meetings at 7 in the morning, and frequently I'm invited to those meetings," says Journal/Sentinel President Robert A. Kahlor. Although Kahlor admits "that's not my best time of the day," he says "that's the way she is. She's a hard driver."

Klein has "led the way to managing change in our organization," Kahlor adds. She was responsible for directing the computerization of the classified department and is now working at developing incentives for advertisers to increase business.

She is so sensitive to her responsibilities, confides one co-worker, that she has put off buying a new car because, with automotive advertising so important to the papers, she does not want to risk alienating any dealers. This "fence-sitting" has made her the object of some kidding at the papers.

A Milwaukee native who attended Mount Mary College, a small, Catholic women's school there, Klein, 59, says her greatest satisfaction as a manager has been watching the development of young talent. "When I became classified manager, our publisher at that time said to me, 'Always remember that the most important part of your job is to hire, train and develop the people who will someday be running this paper.' I have never forgotten that, and I have always tried to work with that in mind."

She also has taken an active role outside the newspapers to encourage young people to consider newspaper careers, participating in student activities sponsored by the Milwaukee Advertising Club, on whose board of directors she serves.

A member of the executive committee of the International Newspaper Advertising and Marketing Executives, she also is chairman of the advisory committee for the INAME Foundation. In the past two and a half years, the foundation has raised $1.56 million from newspapers for a program to increase the visibility of newspaper advertising in college advertising programs.

In the past, newspapers have not done as good a job as some other media in working with college advertising professors, Klein says. However, the industry today is "vitally interested in educating students [about] our industry, and we are willing to put our money to back this concept," she says.

The mother of five children and a grandmother, Klein says she "likes to stay active" by participating in aerobic exercise classes three days a week and playing golf.

"Most of all," she says, "I love my work. I love what I'm doing, and I can get very excited about this business and the people in it." ☐

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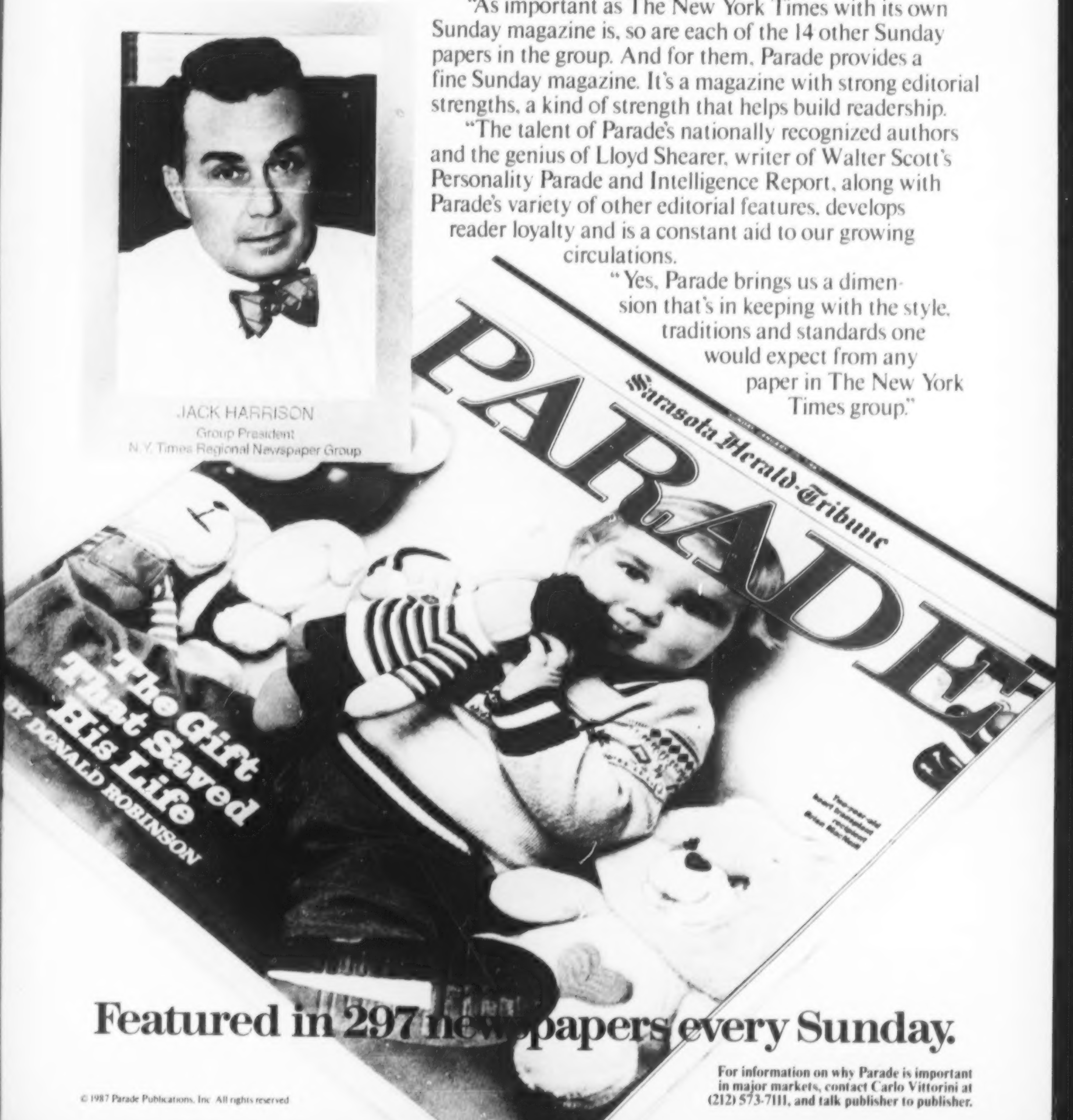

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COURTS

Supreme Court to hear two press cases

The U.S. Supreme Court will review cases involving newsracks and the First Amendment rights of high school journalists.

In the newsrack case, the justices agreed to hear Lakewood, Ohio's, appeal of a lower court ruling that struck down part of the city's newsrack ordinance. The overturned portion governed permits, design and insurance for newsracks.

The ruling by the 6th U.S. Circuit Court of Appeals also had upheld Lakewood's ban on newsracks in residentially zoned areas [**presstime**, Feb. 1987, p. 38]. That part of the ruling, however, is not being appealed.

The Supreme Court action has newspaper interests concerned that the justices could reinstate the struck-down portion of the ordinance while the residential ban would continue.

In the second case, the Hazelwood, Mo., School District obtained review of the 2-1 ruling by a panel of the 8th U.S. Circuit Court of Appeals that its censorship of a student newspaper was unconstitutional because the publication constituted a "public forum" [**presstime**, Feb. 1987, p. 38].

The school district contends, and the dissenting appellate judge agreed, that school officials may "edit" certain controversial student articles because they are legally liable for them.

ANPA is studying the possibility of filing a friend-of-the-court brief in the newsrack case.

Another cause that has drawn some newspaper interest is that of Hustler magazine Publisher Larry Flynt's appeal of a $200,000 jury award to evangelist Jerry Falwell for "intentional infliction of emotional distress." The Supreme Court has been asked to review the case but has not yet taken action on the petition.

Among those who have filed friend-of-the-court briefs in an effort to get the decision overturned are the Reporters Committee for Freedom of the Press, Richmond (Va.) Newspapers Inc. and The Free Lance-Star Publishing Co. of Fredericksburg, Va.

The verdict against Flynt stemmed from a parody, bearing a disclaimer, of a liquor advertisement featuring Falwell's picture, and a fictitious interview describing an incestuous relationship with his mother.

A U.S. District Court jury in Roanoke, Va., did not uphold Falwell's libel or invasion of privacy claims against the publisher, but it made the emotional-distress award that was subsequently upheld by a three-judge panel of the 4th U.S. Circuit Court of Appeals.

"The way it now stands, a hard-hitting cartoon could easily be found to 'inflict emotional distress' on Ronald Reagan," said Charles S. Rowe, editor and co-publisher of The Free Lance-Star and chairman of the ANPA Government Affairs Committee.

The Supreme Court also declined recently to review two cases involving the press.

In one case, the court let stand a ruling from the 11th Circuit that the public is not entitled to see names of unindicted co-conspirators in a criminal case. Although it had released the names of the unindicted co-conspirators to the indicted defendants in a Florida racketeering case, the prosecution claimed the list did not constitute a court record that "traditionally has been available . . . to the public."

In response to a challenge filed by The Tampa Tribune, a U.S. District Court ordered the list sealed to avoid "publicly branding" the unindicted co-conspirators associated with the 45-count indictment against 30 defendants.

In the other case, the justices let stand an Alabama ruling that a libel suit can proceed against a Mobile, Ala., television station. The gist of the Alabama ruling is that news organizations have no constitutional privilege to repeat false, defamatory statements even if they were made at a public meeting on a matter of public concern and are neutrally reported.

A Mobile official is suing station WKRG-TV for reporting false accusations leveled at him during a meeting of a citizens' group. The station reported the accusations, as well as denials from two sources. □

Media groups voice concern over Winans case

Ten media organizations have jointly filed a friend-of-the-court brief in the U.S. Supreme Court on behalf of R. Foster Winans, former financial columnist for the Wall Street Journal whose conviction for securities fraud is being reviewed by the court [**presstime**, Jan. 1987, p. 43].

The organizations contend that Winans' conviction for unlawful trading in securities based on knowledge he obtained as a reporter "threatens infringement of First Amendment rights" because the conviction was not based on a violation of any duties related to the securities market, but rather on a violation of Winans' duty to his employer under the Journal's code of ethics.

Such a conviction makes the government an enforcer of "vague ethical obligations of a reporter to his employer" and portends a government influence to restrain publication, the media groups contend. □

Weekly suspends operation after ruling

Publishers of the Brunswick (N.C.) Free Press, fined $6,000 by a federal appeals court for running ads first produced by a rival weekly, said they have suspended publication and will have to sell the paper or go out of business if their further appeals fail.

In addition to the fine, the 4,000-circulation weekly Free Press was ordered to pay still-unspecified legal fees of the rival weekly, The Brunswick Beacon. Bernard C. and Lou Hopchas, the husband and wife who co-own and publish the Free Press, estimate that they would have to pay $40,000-$50,000.

They are asking for reconsideration of the case by the entire 4th U.S. Circuit Court of Appeals.

A three-judge panel of that court ruled 2-1 that The Brunswick Beacon held the copyright to three ads which it had produced, according to provisions in the Copyright Act of 1976 giving the copyright to the party that performed the creative work. The ads had been republished in the Free Press on the authorization of the advertisers—and, the judges noted, at lower rates than those charged by the Beacon. The Beacon had included a copyright notice on the ads and registered the copyrights.

The Free Press argued that it had not infringed on the copyright because the advertisers held the copyright for their ads. The dissenting judge agreed with the Free Press, saying that an advertiser who pays to have an ad produced should retain control of its publication.

Lawyers on both sides said the ruling would have significant effect on the way some smaller newspapers and their advertisers do business. The ruling places the burden on the advertiser to obtain a written agreement with a newspaper that has designed an ad should the advertiser want to claim a copyright for republication purposes. □

North Carolina law prevents gag-order problems

The kind of restraining order issued by a federal judge against The Providence Journal and its editor could not happen in the state judicial system of North Carolina. That's because the General Assembly there enacted a statute in 1977 that prohibits gag orders by state judges and automatically renders them "null and void and of no effect."

"No person shall be punished for contempt for the violation of any such void rule or order," the statute says.

William C. Lassiter, longtime general counsel for the North Carolina Press Association and now counsel emeritus, recalled that the association started lobbying for such a law following two U.S. Supreme Court decisions in 1975 and 1976 rendering invalid the gag orders of lower courts seeking to prohibit publication of public information.

"The General Assembly responded favorably" to the press association's arguments, Lassister said. The result, he said, is that "no person can lawfully be punished for violating such an order" even if the individual did not take steps to have it invalidated beforehand.

Lassiter's recollections were prompted by the case in which a federal judge convicted The Providence Journal and its executive editor for contempt because they violated his order not to publish information, gained through the Freedom of Information Act, about a reputed organized-crime figure. The convictions were later overturned by a panel of the 1st U.S. Circuit Court of Appeals, but a special prosecutor has asked the full court to review that ruling [**presstime**, March 1987, p. 48].

Lassiter observed that "to cover a situation like that involved in The Providence Journal case, a federal statute would be neccessary." But he said newspaper editors and publishers in states other than North Carolina "should be interested in attempting to obtain legislation" that would protect them from state-issued gag orders. □

IRS may appeal ruling to allow depreciation of subscription lists

The Internal Revenue Service is considering an appeal to the U.S. Supreme Court of a court decision that the subscription list of an acquired newspaper is a depreciable asset with a limited useful life.

A three-judge panel of the 8th Circuit U.S. Court of Appeals Jan. 20 voted 2-1 to uphold a lower court's judgment in favor of Donrey Media Group, thereby challenging the IRS's position that the value of such a list is "goodwill" and therefore non-deductible.

The panel affirmed the verdict of a U.S. District Court jury that the subscription list of The Washington (Ind.) Times-Herald, which Donrey acquired in 1972, had a value separate and apart from goodwill, that value being $599,406, with a useful life of 23 years [**presstime**, Aug. 1985, p. 36].

Donrey filed the action in 1985 to recover $50,000 in taxes and interest paid following audits of its 1977 and 1978 tax returns, which disallowed a deduction for depreciation of the subscription list.

The IRS has contended that the subscription list was not depreciable as an intangible asset because it did not have a value apart from "goodwill" and because it did not have a limited useful life that could be ascertained with reasonable accuracy.

The court noted in its opinion that the IRS had argued before and during the trial that a jury should decide the matter. "Only after the jury resolved these issues in a way unfavorable to the government did it assert that these lists were non-depreciable goodwill as a matter of law," the opinion said. □

Tavoulareas verdict overturned

The full U.S. Circuit Court of Appeals for the District of Columbia March 13 threw out a jury's $2-million libel verdict against The Washington Post, ruling that a 1979 story saying that former Mobil Corp. President William P. Tavoulareas had "set up" his son in business was "substantially true" and not libelous.

The 7-1 decision was the third reversal in the case, and perhaps a final victory for the Post. The court said the trial judge, U.S. District Judge Oliver Gasch, was right back in 1982 when he found insufficient evidence to support the libel award and threw out a jury verdict for Tavoulareas [**presstime**, July 1985, p. 54]. □

Florida court curbs press access to depositions

Several newspapers have asked the Florida Supreme Court for a rehearing of its 4-1 decision in February that criminal depositions do not become public until they have been transcribed and filed with a trial court.

Palm Beach Newspapers Inc., The Miami Herald Publishing Co. and the News and Sun-Sentinel Co. of Fort Lauderdale contend that the ruling does not represent a constitutional majority of the court, said Richard Ovelmen, general counsel for The Miami Herald.

Although the court has seven justices, only four who voted in the decision are current justices, and they split 3-1. The fourth vote came from a retired justice who had heard the case last April but had since left the bench; he was brought in, for lack of a quorum, to participate in the case.

If it stands, the decision threatens to halt the practice of recent years whereby Florida reporters attend depositions in newsworthy cases.

The state's news media believe that because depositions often are crucial to the outcome of a case, they should be considered pretrial judicial proceedings.

The issue is complicated by the fact that Florida, like many other states, followed the federal lead several years ago in abolishing requirements that all depositions be filed in court. Suddenly, a whole class of documents that traditionally had been public no longer fell under any public-disclosure requirement, Ovelmen said. Thus, reporters frequently gained access to depositions only by attending them.

Prior to the Florida Supreme Court's ruling, media attorneys believed they had an excellent chance in pressing the issue there because the Supreme Court and lower Florida courts often have favored press interests in the past.

"Florida was the very best state to be in and still is, generally, in public records and access. This decision changes that dramatically," Ovelmen said. "If it holds up, it will be a big departure for Florida."

Several other cases involving access to depositions under different circumstances also are awaiting review by the Florida Supreme Court.

"Basically, we are asking for a complete rehearing, but if they don't do anything else in this case, they at least ought to provide access to the unfiled transcripts, and then we'll see what happens in the other cases," Ovelmen said. □

LEGISLATION

'Inert' FTC gives impetus to ad ban, Florio says

William M. Boyd (left) of The Home News Publishing Co., New Brunswick, N.J., and Douglas H. McCorkindale (center) of Gannett Co. chat with Rep. Florio.

Opponents of a bill to ban the advertising of tobacco products should make sure that the regulatory apparatus is in place to deal with advertising abuses, Rep. James J. Florio (D-N.J.) warned the ANPA Government Affairs Committee at its semiannual meeting March 5-6 in Washington, D.C.

Florio, a member of the House Commerce Committee, said the Federal Trade Commission has jurisdiction over advertising, but the agency is "inert." The FTC "has not done anything of consequence to justify its money for the last five or six years," he said.

Florio also observed that another federal regulatory agency, the Consumer Product Safety Commission, currently is prohibited from reviewing tobacco products.

He told the newspaper executives that opponents of legislation to prohibit tobacco advertising should be "in the forefront" of support for an "FTC that works" or for review of tobacco products by an agency such as the CPSC.

Subsequently, the ANPA committee agreed to continue its opposition, on First Amendment grounds, to a legislative ban on tobacco ads [**presstime**, Sept. 1986, p. 39].

The committee also:

- Expressed concern about hostage Terry Anderson, Middle East correspondent for the Associated Press. Subsequently, ANPA Chairman and President Alvah H. Chapman Jr. wrote Secretary of State George P. Shultz, asking that he "continue to put hostage release as a very high priority in your activities, and that you insure that every proper means is used to achieve freedom for Terry and the other hostages."

Chapman, chairman and chief executive officer of Knight-Ridder Inc., noted that the second anniversary of Anderson's having been taken hostage in Beirut, March 16, coincided with the United States' observance of Freedom of Information Day.

- Voted to recommend to the ANPA Board of Directors that the Association support the proposals on fighting censorship contained in the "Declaration of London," issued at the recent Voices of Freedom '87 conference in London [**presstime**, March 1987, p. 51].
- Was told that major trade legislation introduced by Senate Finance Committee Chairman Lloyd Bentsen (D-Texas) contains a proposal for a 1-percent duty on all imported products, including newsprint, to fund a worker-retraining program.

Newsprint became subject to a .22-percent customs user fee last December, with a .04-percent port-user fee scheduled to take effect April 1 [**presstime**, Nov. 1986, p. 52].

- Learned that congressional hearings will be held in May on circumvention of the Government in the Sunshine Act, the federal open-meetings law.

In a related development, the committee was informed that the American Bar Association has proposed guidelines to federal agencies and courts on the interpretation of "meeting" under the Sunshine Act that could result in more closed meetings.

"We expressed concerned that the proposed definition, which is a very narrow one with exclusion of 'briefing sessions and exploratory discussions of commission members,' could lead to widespread abuse and more closed meetings," said Katharine P. Darrow, chairman of the ANPA Legal Affairs Committee, co/chairman of the ANPA/ABA Task Force and general counsel of The New York Times. Co. ☐

REGULATIONS

Expedited JOA hearing denied in Detroit

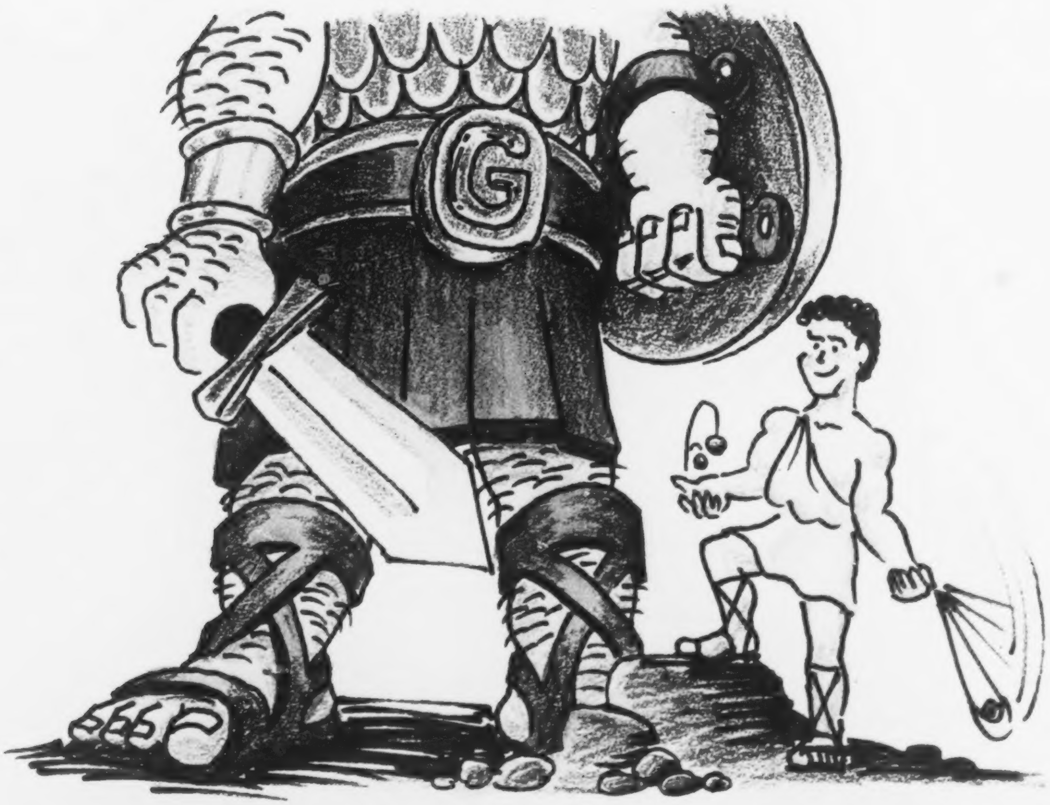
A "prehearing conference" will be held in Detroit April 9 to establish a schedule for a public hearing on the application of Detroit's two daily newspapers for a joint operating arrangement.

The conference will be presided over by Administrative Law Judge Morton Needleman, named March 6 by the Justice Department to hold the public hearing. Needleman is a former administrative law judge for the Federal Trade Commission.

On March 23, Assistant Attorney General William Bradford Reynolds denied the request of the Detroit Free Press and The Detroit News for an expedited hearing schedule similar to the one issued in the case of two Seattle dailies that entered into a JOA in 1983. That schedule called for completion of the hearing 60 days after the judge was appointed.

In his order denying the expedited hearing, Reynolds said Attorney General Edwin Meese III had indicated his intention that the hearing be conducted "as expeditiously as possible." Reynolds added: "The administrative law judge appointed to conduct the hearing has full authority to ensure that the Attorney General's intention is carried out."

On Feb. 25, Meese had ordered the public hearing, concluding that it was necessary for a "proper resolution" of "weighty and extremely difficult factual questions involving the future of the Detroit newspaper market" [**presstime**, March 1987, p. 49]. ☐



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Postmaster general says new rate case may be filed 'before summer'

U.S. Postal Service officials, despite previous statements to the contrary, say they are considering filing for a rate increase this year that would result in higher rates next year.

"We are considering filing for a rate increase," said Postmaster General Preston R. Tisch March 4 in remarks before the National Newspaper Association Government Affairs Conference. "If the Board of Governors approves a filing (with the Postal Rate Commission) this year, an increase may indeed become a reality in 1988," Tisch said.

Preston R. Tisch

Asked by **presstime** specifically when a rate case may be filed, Tisch said, "I hope the governors will approve it before summer." Implementation of new rates can take a year or longer after a rate-hike request is filed [**presstime** Feb. 1987, p. 41].

Consideration of a new rate case is on the agenda for the closed portion of the governors' April 6 meeting in Dallas.

When a filing might actually be made is unclear, however. David Harris, secretary of the board of governors, observed that the last rate case was filed with the rate commission in November 1983; the matter had been on the governors' monthly agenda starting in February of that year. Current postal rates took effect in February 1985.

Observers are unsure how much of an increase the Postal Service will request or how much the Postal Rate Commission might recommend, but some speculate that the cost of a first-class stamp will jump from 22 to 25 cents. The reason partly is psychological, having to do with the convenience of using quarters and not having to make penny change.

Tonda F. Rush, ANPA assistant general counsel, said at an ANPA Postal Committee meeting March 11 that the extent of increases in other classes of mail may hinge on the amount of revenue generated by that 3-cent increase in first-class. If the amount happens to cover most of needed additional funds, the theory goes, the other increases will be proportionately small; if the amount is far shy, other increases will be heavier.

The Postal Service ended its 1986 fiscal year with a $304-million surplus. It lost $251 million the previous year.

Rate increases will be needed despite last year's surplus partly because of unexpectedly high costs related to the Federal Employee Retirement System, postal officials said. ☐

Members urged to keep postal cost data

ANPA Postal Committee Vice Chairman Gregg K. Jones has called on ANPA-member newspapers to keep track of how much they spend on individual classes of mail. The data will be useful in future ANPA studies on newspapers' mail expenditures, he said.

ANPA conducted such a survey on 1985 expenditures. It showed that responding newspapers able to break down the figures spent the most on third-class [presstime, Feb. 1987, p. 41].

"I suspect that we'll be asking for it regularly from now on," said Jones, copublisher of The Greeneville (Tenn.) Sun.

POSTAL NOTES

- The Tennessean of Nashville and The Nashville Banner sued the U.S. Postal Service over rules adopted last July **disallowing total-market-coverage programs to travel in second-class mail**. The newspapers said the rules constitute a mail-classification change that requires a formal proceeding at the Postal Rate Commission.

They asked U.S. District Court in Nashville to declare the rules unlawful, to require USPS to pay them amounts in additional postage incurred as a result of the rules and to order that the newspapers' TMC programs be allowed to use second-class.

The Tennessean and Banner said they previously modified their TMC programs to comply with USPS rules adopted in June 1986 on so-called "plus" issues. At issue are "interim" rules that were announced by USPS a short time later [**presstime**, Feb. 1987, p. 41].

- Companion legislation has been introduced in the House and Senate to **restore a portion of a newspaper-related postal subsidy** eliminated early last year. The bills would provide funds to reduce rates once again for "limited circulation" mail, in which fewer than 5,000 copies of a second-class publication are mailed to counties adjoining the county of publication.

Similar proposals did not succeed in Congress last year [**presstime**, Aug. 1986, p. 38].

Both new bills include a restriction on use of another subsidized category—in-county mail. They would limit use of favorable in-county rates to the first 20,000 copies of a publication.

- The ANPA Postal Committee recommends newspapers pay close attention to **tougher new USPS rules on third-class "solicitation" notices**. Many newspapers use such notices, mailed at the relatively cheap carrier-route presort rate, in lieu of bills mailed first-class.

The new rules, implemented March 21, take a harder line on requirements that a disclaimer be printed prominently on the face of the solicitation piece. In one alternative phrasing the new rules provide for mailers, the disclaimer states in part: "This is not a bill. . . . You are under no obligation to pay the amount stated above unless you accept this offer."

For information, contact the ANPA Legal Department at The Newspaper Center, Reston, Va.

- Because of objections raised by Advo-System Inc. and other third-class mail groups, the Postal Rate Commission has not yet decided whether it will recommend a slight **increase in the minimum size for carrier-route-presorted, third-class mail** that would benefit many newspapers.

However, experts still believe the commission likely will agree to the change from 11½ by 13½ by ¾ inches to 11¾ by 14 by ¾ inches [**presstime**, Feb. 1987, p. 41].

Advo said it does not oppose the revision outright. But Advo does not support it, either, because of the "potential adverse impact on carrier route mail costs and rates." ANPA said there is no evidence that any adverse impact would result.

USPS to amend preprint proposal

Postal officials have backed away from a controversial proposal on advertising inserts that newspapers lambasted as unworkable and unreasonable.

In its place, the U.S. Postal Service is preparing another proposal on inserts, one that may focus more on what it calls abuses involving inserts in magazines in the second-class mail stream.

The original USPS proposal called for such things as limiting the number of pages in supplements to the number of pages in the main body of the publication, restoring a former requirement that publications print "supplement to (name of paper)" on inserts, and barring certain kinds of material that may be mailed as inserts [**presstime**, March 1987, p. 49].

ANPA said such rules would impose hardships on newspapers that depend heavily on the mails.

Addressing the National Newspaper Association's Government Affairs Conference March 4 in Washington, D.C., Stephen E. Miller, assistant postmaster general for rates and classification, acknowledged that the proposal had "some things in there that clearly created problems for you." Miller said there probably will be another proposed set of rules introduced, and "you can have another shot at us."

He noted that the original proposal was intended, in part, to "test the waters" of industry reaction.

One person in the NNA audience asked why USPS simply didn't ask newspapers for thoughts before publishing a formal rule-making proposal. "Wouldn't that have been a lot easier and a lot easier for some peoples' blood pressure?"

The USPS concern about inserts is centered in part on the growing practice of magazines in the second-class mail stream to carry preprints—often lumped together with the magazine in a plastic "polybag"—that postal officials think should travel via more expensive third-class.

One example is The Family Handyman, a publication aimed at "do-it-yourselfers." Its April 1987 issue was mailed in a plastic bag that also separately contained two business-reply cards and ads for men's clothing, lawn care and an electronics school.

"The Postal Service thinks we're in competition with them. From my perspective, we're not," Handyman Publisher Greg Carey told **presstime**. ☐

Lara sues to get U.S. information

Lawyers for Colombian journalist Patricia Lara have filed suit against three federal agencies to compel disclosure of information relating to Lara's detention and exclusion from the United States last October.

Meanwhile, ANPA staff members are analyzing some documents relating to the incident that the Association received under the Freedom of Information Act.

A State Department official has said that Lara was refused entry because of her membership in and support of terrorist organizations and for her role as a Cuban operative [**presstime**, Dec. 1986, p. 56].

In Lara's suit, filed Feb. 19 in U.S. District Court in New York City, her lawyers said the State Department and FBI failed to respond to her FOIA requests, while the Immigration and Naturalization Service released a portion of requested materials.

ANPA filed its FOIA request to Attorney General Edwin Meese III seeking materials accounting for the INS's inclusion of Lara's name in its "lookout book" of aliens who are inadmissible to the United States.

In response, the INS March 9 released 22 full and eight partial pages of materials, but it withheld another 50 full pages and parts of eight others. ☐

Old UNESCO issue sparks new debate

A UNESCO-sponsored conference called to evaluate the effect of its 1978 Mass Media Declaration has drawn concern from some members of the Western media.

The June 26-28 conference in Tampere, Finland, will be conducted by the Prague-based International Organization of Journalists.

According to Martin Casey, ANPA manager/government and international affairs, the concern is that the conference will reopen a dispute over the role of the press in achieving national goals. As the declaration was being considered by UNESCO, the Western press "fought very hard" to eliminate from the document statements to the effect that governments should "use" the media to further their national goals, he said.

"Acceptance by UNESCO's member states of the 1978 Mass Media Declaration ended years of intense confrontation and cleared the way for more positive activity. It put to rest controversial issues that should not be revived," said Dana Bullen, executive director of the World Press Freedom Committee. ☐

Markey lauds 'Diversity Principle'

The "Diversity Principle" has "served us well," the new chairman of the House Telecommunications Subcommittee told the ANPA Telecommunications Committee. It should not be altered unless "strict, workable safeguards" against anticompetitive behavior by the regional Bell operating companies are in place, added Rep. Edward J. Markey (D-Mass.).

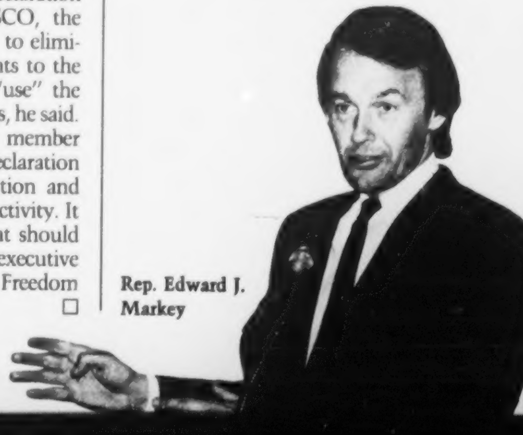
The Diversity Principle, which was developed by ANPA in the early 1980s, holds that telephone companies that control transmission facilities should be barred from originating, controlling or having an interest in information transmitted via those facilities.

The policy statement was the basis of the prohibition against the BOCs' entry into information services, including electronic publishing, contained in the consent decree governing the breakup of AT&T.

The Justice Department recently recommended to U.S. District Judge Harold H. Greene, who oversees the decree, that the information-services restriction be lifted [**presstime**, March 1987, p. 50].

Speaking at the March 18-19 meeting of the ANPA committee in Washington, D.C., Markey said his subcommittee will conduct hearings on the decree before Greene issues a decision on the Justice recommendation. "The subcommittee will closely examine BOC entry into information services," he said.

In comments submitted March 13 to Judge Greene, ANPA said there is "no basis at this time for allowing the BOCs to provide electronic publishing services over their own facilities." However, the Association said "some modification or clarification" of the information-services restriction "may be appropriate"—for instance, to allow the BOCs to provide certain services that do not involve information content. ☐



Rep. Edward J. Markey

Florida considers sales tax on newspaper advertising

The battle is on in the Florida Legislature over whether to preserve tax exemptions for professional services, including newspaper advertising.

If the Legislature does not retain the exemption for advertising after it convenes April 7, a 5-percent tax on all advertising will go into effect July 1, and "newspapers would become tax collectors when they sell the space," said Richard Shelton, executive director of the Florida Press Association.

Advertising had been one of more than 100 service classifications exempted from Florida's sales tax until the Legislature passed a sunset measure late last year to remove the exemptions. At the same time, the Legislature established a special state revenue commission to study the issue before the exemptions actually expire.

The commission completed its study and on March 5 announced it would recommend that the exemptions be allowed to expire.

Subsequently, the House Finance and Tax Committee, assisted by the Florida Department of Revenue, developed a tax measure that would impose the 5-percent tax on those Florida entities previously exempted and go even further to extend the levy to advertising in national media circulated in Florida and to Florida advertising placed in media outside of the state.

It is this broader measure that will be considered by the Legislature when it convenes.

The measure has won support from the governor, the Senate president and the speaker of the House because they say the state needs an infusion in revenue to handle increased needs in social services, education and prison construction and other areas to accommodate the state's growth.

Also proposed is elimination of an exemption on circulation, which would force carriers to collect a tax.

"There are so many variables and so many different players, it's hard to tell" the outcome of the tax battle, Shelton said. "It will be a really tough session because everybody will still be trying to get their exemption back."

The FPA and many of its member newspapers have joined the "No Ad Tax Coalition" to retain the exemptions. But at least four Florida newspapers are editorially supporting the tax: The Orlando Sentinel, The Palm Beach Post, The (Palm Beach) Evening Times and the St. Petersburg Times.

"They said the needs were so great, and the availability of funds so limited," that letting the exemptions die was in the best interests of Florida citizens, Shelton said. Florida's constitution prohibits a state income tax.

The press association and other interests are arguing that if state and national advertisers cut back on their advertising budgets, media revenues shrink, or if advertisers increase their budgets to accommodate the tax, some might pass on costs to consumers.

An FPA survey indicates that newspapers expect a blow to their revenues from such a tax, while Florida advertisers said they are likely to cut their advertising budgets by 5 percent to compensate.

Seventeen other states also have been active with proposals to extend taxes on sales and professional services to newspaper circulation and advertising, according to Kevin Grant, state relations coordinator for ANPA [**presstime**, March 1987, p. 56].

Measures to tax circulation and/or advertising recently were defeated in Arkansas, North and South Dakota, Mississippi, Utah and West Virginia. A New Mexico bill to extend the gross receipts tax to newspaper sales also died in committee.

New legislation in Maine would tax newspaper sales.

And a bill just passed by the Idaho Legislature awaits the signature of Gov. Cecil Andrus. It would make permanent a now-temporary 3 to 4 percent tax on circulation sales.

Governors in Illinois and Wisconsin also are expected to raise new proposals to tax advertising and/or circulation revenues.

Carriers exempt from Va. seat belt bill

Virginia Gov. Gerald L. Baliles was expected to sign a mandatory seat-belt law that contains an exemption for newspaper carriers.

At least one other state legislature is considering similar legislation. The Wisconsin Senate March 17 passed a seat-belt bill containing an exemption for newspaper delivery personnel.

According to the ANPA Government Affairs Department, eight states enacted seat belt laws in 1986 that provide an exemption for newspaper delivery vehicles. Two had done so previously [**presstime**, Aug. 1986, p. 40].

Tenn. groups disagree on proposed exemptions to records law

In the latest development in a brouhaha that has split the state's media organizations, Tennessee Attorney General W.J. Michael Cody said in an advisory opinion March 19 that a proposal to change the state's open records law is constitutional.

At issue is legislation that would exempt from the open-records law those records whose disclosure would "endanger the life, physical safety or property of law enforcement personnel, a police informant, witness or their families; or lead to the identity of a confidential informant" or would "substantially jeopardize a present active and ongoing investigation."

The legislation was agreed to by the Tennessee Press Association after negotiations with the Tennessee Association of Police Chiefs and the Tennessee Sheriffs Association.

TPA Executive Director Don R. McNeil called the two provisions "narrowly drawn." He said they are similar to those rejected by the law enforcement agencies two years ago. "They wanted to go far beyond that."

The measure is opposed by other media organizations, including the Society of Professional Journalists, Sigma Delta Chi; Associated Press Managing Editors; Associated Press Broadcasters; Radio-Television News Directors Association; and the Tennessee Association of Broadcasters.

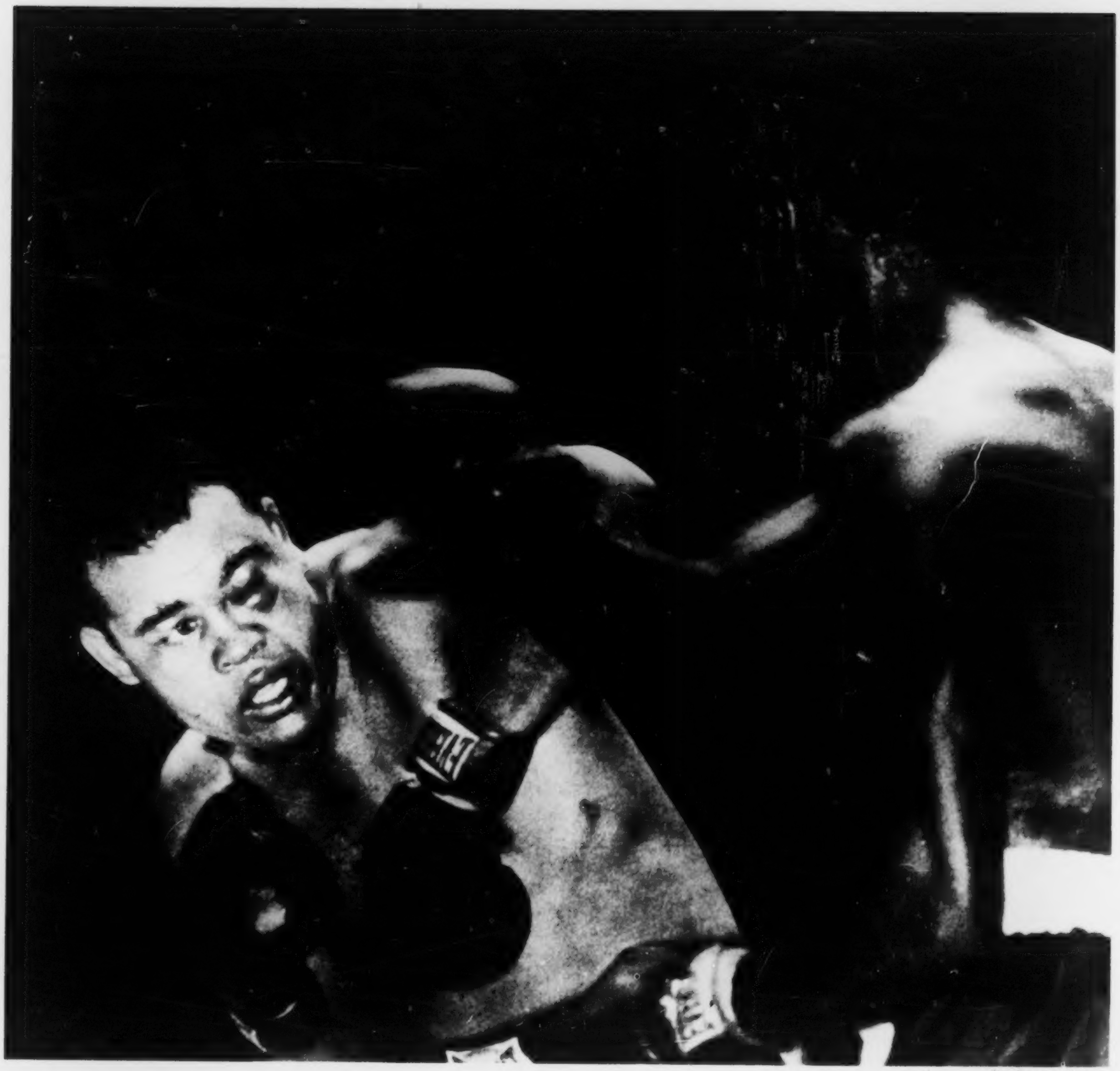
The legislation amounts to "a license for law enforcement agencies to close anything they want to close under the guise that that information would interfere with an investigation," said L. Frank Gibson, metro editor of The Tennessean of Nashville and a member of the national board of SPJ,SDX.

Gibson said the groups will continue to oppose the bill, despite Cody's opinion, which was sought by a legislator who opposes the bill. The attorney general's opinion "says that it's constitutional, but the legal opinion doesn't say that it is needed or right," Gibson said.

Although they disagree with the position TPA has taken on the bill, Gibson said the groups' argument is with the police chiefs and sheriffs organizations, which are pushing the bill.

"We are not in a fight with the Tennessee Press Association," he said.

The legislation was scheduled to be considered March 24 by the Civil Practice Subcommittee of the House Judiciary Committee and March 31 by the Senate's State and Local Government Committee.



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Interest in news-ed declines as J-school enrollment grows

Overall enrollment in schools of journalism and mass communications continues to rise, but interest in news-editorial sequences has declined proportionately.

"Journalism and mass communication majors remain extremely popular with today's university students," said Professor Paul V. Peterson of Ohio State University, in an analysis accompanying his annual enrollment survey.

According to Peterson's study, in which 180 journalism schools responded out of 279 surveyed, enrollment increased by more than 7 percent for the 1986-87 school year, while enrollment in the nation's four-year colleges and universities grew 1 percent.

Peterson's survey found 88,661 journalism majors at the responding schools at the start of the current school year, compared with 82,766 majors in 175 schools the previous year [**presstime**, March 1986, p. 48].

The rise in journalism enrollments this year marks the second consecutive year of significant increases. Last year's enrollment was up 4.9 percent after several years of "pretty level" enrollment, Peterson said.

Michigan State University reported the largest enrollment with 3,844 journalism students, and the University of Texas was second with 2,259.

Of the 73,561 journalism students who were listed by majors in this year's survey, 13,695 were news-editorial majors—up from 13,401 last year but representing a drop in the percentage of all journalism enrollees from 20.4 to 18.6.

Even with the decrease in news-editorial's share of the J-school pie, it remained the most popular sequence. Advertising, with 17.8 percent, was second.

The survey also showed that of all undergraduate journalism or mass communications degrees granted last year, 20.3 percent were in the news-editorial sequence. As recently as 1983, slightly more than 25 percent of all journalism degrees were in that sequence, from which newspapers draw heavily for reporters and editors.

However, Peterson said he believes the surge of interest in advertising and public relations has occurred not at the expense of those who otherwise would consider news-editorial careers but "primarily at the expense of other disciplines," such as business.

The complete findings will be reported in the spring issue of Journalism Educator, published by the Association for Education in Journalism and Mass Communication. ☐

High school journalism contest winners named

Winners have been announced in the annual ANPA Foundation/Quill and Scroll National Writing and Photo Contest that recognizes excellence in high school journalism.

The winners and their schools, who receive plaques commemorating their achievement, are:

- *Advertisement:* Wendy Broad, Clearwater (Fla.) High School
- *Editorial:* Lisa Robertson, Nimitz High School, Irving, Tex.
- *Editorial cartoon:* Darin Davis, Canyon Del Oro High School, Tucson
- *Feature story:* Margy Adams, Elkhart (Ind.) Memorial High School
- *In-depth reporting/individual:* Julie Ramsey, Sam Rayburn High School, Pasadena, Texas
- *In-depth reporting/team:* Ty Buckman and Ria Tadeo, Aberdeen (Wash.) High School
- *News story:* Paul Diedrich, Valley High School, West Des Moines, Iowa
- *Photo/news-feature:* Kevin Wood, Mt. Vernon (Mo.) High School
- *Photo/sports:* Pat Doty, Hinsdale (Ill.) Central High School
- *Sports story:* Billy Whitson, Duncanville (Tex.) High School. ☐

University publishes graphics guide

A guide explaining the basics of computer graphics and typesetting to journalism educators, students and professionals is available from Florida A&M University, which published the book with assistance from ANPA Foundation.

The handbook, *Learning Computer Graphics for Journalism Educators, Professionals and Students*, provides examples of work done with various computers and printers, and it makes suggestions for installing a system and buying the right equipment.

For a copy, send $7.50 by check or money order payable to "FAMU Foundation" to Desktop Guide, P.O. Box 6163, Tallahassee, Fla. 32314. ☐

First Amendment Congress names Sam Archibald executive director

Sam Archibald, a professor of journalism at the University of Colorado, has been appointed the first executive director of the First Amendment Congress.

He will set up a national office for the organization in Boulder, Colo., with the opening scheduled in June, said Judith D. Hines, president of the First Amendment Congress and vice president and director of ANPA Foundation.

Sam Archibald

Archibald gained prominence by directing an 11-year investigation of government secrecy by the House Government Information Subcommittee, which developed the Freedom of Information Act of 1966.

He also has been a newspaper reporter in California, an editor in Colorado and executive director of the Fair Campaign Practices Committee.

The First Amendment Congress consists of 17 media organizations committed to safeguarding the freedom of expression guaranteed by the First Amendment [**presstime**, Dec. 1986, p. 68]. ☐

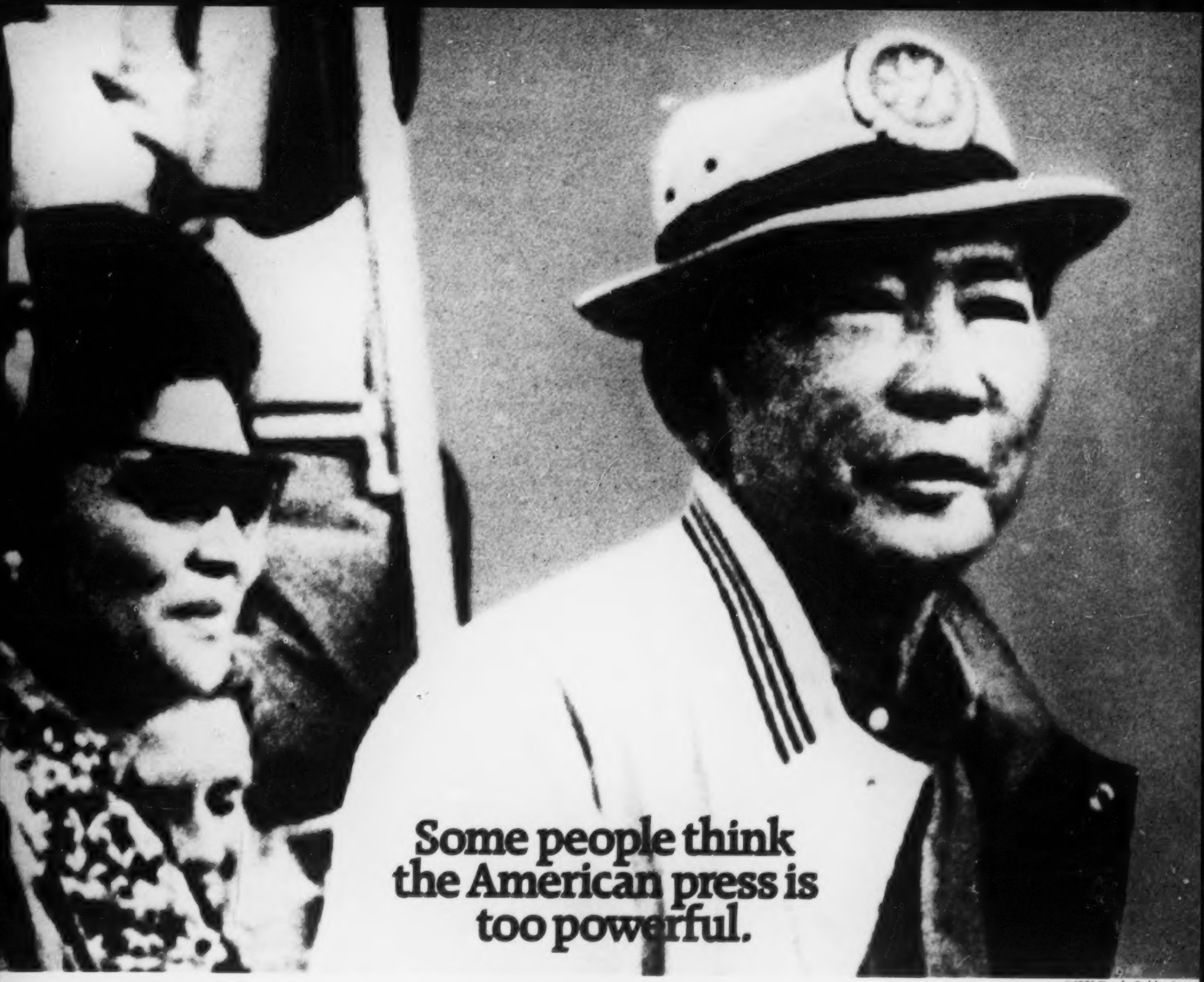
Professor-publisher exchange expands

The Publisher-Professor Exchange Program now offers extended visits for journalism educators to work at newspapers, providing sabbaticals of up to a semester for faculty to update themselves on the newspaper business.

The new program was developed at the request of journalism educators to augment the briefer exchange visits that ANPA Foundation has promoted since 1977.

Currently, 69 newspapers in the United States and others in Argentina and Trinidad have offered to participate in the project to send newspaper staff members to the classroom and faculty members to the newsroom. Of those, 52 have said they are willing to host sabbaticals for journalism educators.

For more information, contact Judith D. Hines, ANPA Foundation vice president and director, at The Newspaper Center, Reston, Va. ☐



Some people think the American press is too powerful.

© 1986 Knight-Ridder, Inc.

Ferdinand Marcos, for one.

For 20 years, rumors circulated that the Marcoses and their friends were stashing away a fortune overseas.

But the public had no proof.

Reporter Lewis Simons of the San Jose Mercury News had made several trips to the country dominated by Ferdinand and Imelda Marcos. Conversations, he recalled, "often led to comments like – you know she owns such-and-such. And he owns so-and-so."

Simons wanted to find out how much of this was fact, and how much was fiction.

He plugged into every rumor pipeline in the Philippines. Weeks turned into months.

Simons sent back a massive file.

San Jose Mercury News reporters Pete Carey and Katherine Ellison took over. They sifted through thousands of pages of legal documents from California to New York.

On June 23, 1985, they broke the story. It documented how the Marcoses and eight associates were "systematically draining vast amounts of wealth from their nation and hiding it overseas."

They owned banks, condominiums, office buildings, mansions and other properties in the U.S. and Europe. They had spent $10 billion since 1979.

The stories created a political tidal wave.

There were calls for impeachment.

Marcos promised early elections.

The rest, really, is history.

Corazon Aquino is the new Philippine president.

Pete Carey, Katherine Ellison and Lewis Simons won the 1986 Pulitzer Prize for International Reporting.

The whole project was a gigantic effort. A year of research, reporting and writing. Of probing elusive offshore holding companies and dummy corporations. Then, staying with the follow-up.

Most papers, regardless of size, wouldn't have invested that kind of effort on a story 7,200 miles away.

But the San Jose Mercury News is a Knight-Ridder newspaper.

KR

KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

Studies focus on prize winners, Sunday magazines, journalists

BY GUIDO H. STEMPEL III

Spring is the time when a journalist's fancy turns to thoughts of prizes, from Pulitzers to the many state press association and wire-service awards. And do these awards bring happiness? Not necessarily, according to a study by Sharon Dunwoody and Gerald M. Kosicki of the School of Journalism and Mass Communication at the University of Wisconsin and Randal A. Beam of the School of Journalism at the University of Oregon.

Guido H. Stempel III

They made a mail survey of 506 randomly selected members of the Society for Professional Journalists, Sigma Delta Chi, to find out what effect prizes have. They received responses from 280, or 59 percent. From these respondents they selected working journalists and divided them according to whether they had ever won a journalism prize.

The researchers constructed a 10-item prestige scale including such items as whether the respondent thought in the past year their worth had increased, sources had been more cooperative and their advice had been sought more often. They also constructed a 10-item job satisfaction scale including such items as how satisfying their work was, whether their abilities were being used and whether they had respect for their bosses.

They found that the prize winners had significantly higher scores on the prestige scale but not on the satisfaction scale. So, winning a prize may make you feel more important but not happier in the job.

The study is reported in the Winter 1986 Journalism Quarterly.

• • •

Newspaper Sunday magazines have been the source of a good deal of speculation and not very much research. Now a study in the Winter 1987 Newspaper Research Journal tells us something about how publishers view them. The study was done by Samir A. Hunsi, head of the Service Journalism Program at the University of Mississippi.

Hunsi sent a questionnaire to 536 publishers and received 189 responses—102 from publishers distributing Parade and 87 from publishers distributing Family Weekly (since replaced by USA Weekend).

Most publishers do not believe that Sunday magazines increase their circulation. Seventy percent of those carrying Parade and 60 percent of those carrying Family Weekly said circulation was not affected by inclusion of the magazines. They also did not think that advertising was affected.

Hunsi also asked publishers to estimate the percentage of the audience that read the magazines. Of those that carried Parade, 46 percent said a half to three-fourths read it, and 39 percent said more than three-fourths read it. Of those carrying Family Weekly, 54 percent said a half to three-quarters read it, and 21 percent said more than three-fourths read it.

Most publishers see a good future for the magazines, although some expressed concern about contractual arrangements.

• • •

We frequently make the distinction between newspaper journalists and broadcast journalists, as if there were a clear line of demarcation.

A study by three Indiana University faculty members, David Weaver, Dan Drew and G. Cleveland Wilhoit, suggests that television news people may have more in common with newspaper people than they do with radio news people.

In particular, they found that television journalists are more like newspaper journalists than radio journalists in perceptions of journalistic roles and ethics and in education level. Newspaper and television journalists are more likely to endorse adversary and interpretative roles than are radio journalists. The latter prefer a neutral role.

Eighty percent of television journalists and 74 percent of newspaper journalists have college degrees, while only 53 percent of radio journalists have college degrees.

The study also shows remarkable similarity among all journalists in degree of job satisfaction and factors they consider important in judging jobs. It is reported in the Winter 1986 Journalism Quarterly. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **presstime**.

Investors say provide best

Newspapers ranked highest of all sources in a survey of individual financial investors who were asked where they got the information they needed to invest wisely.

The survey showed that 35 percent of individual investors listed newspapers as their "best" source. Business periodicals were named by 19 percent; stockbrokers, 18 percent; friends and relatives, 4 percent; statistical and advisory services, 4 percent; annual reports, 3 percent; radio and television, 2 percent; and other sources, 15 percent.

When investors were asked to rate the *importance* of a number of sources, newspapers again scored highest. Seventy-nine percent named newspapers as somewhat or very important. Business periodicals and stockbrokers tied for second at 67 percent. Statistical services such as Standard & Poor's were named by 66 percent, annual reports by 65 percent, radio/television by 45 percent, computer databases by 36 percent,, and friends and relatives by 24 percent.

The survey is conducted annually by Hill and Knowlton Inc., a public relations firm

Media await Commerce on photography

After a year of study, the Commerce Department is preparing to publish final rules governing the use of remote pictures taken from space satellites.

The rules were expected to be ready for publishing in the Federal Register about the end of March, a Commerce Department spokesman said.

ANPA and several other media organizations last year asked Commerce to take First Amendment rights into account in developing the regulations. The Association's position is that restrictions on satellite photos should be no more stringent than those on photographs taken on Earth [**presstime**, Sept. 1986, p. 8.].

The State and Defense departments have told Commerce the rules must protect national security interests.

In its comments on the proposed rules last year, the State Department said: "This sensitive (satellite) technology can be used to detect troop presence, troop movements, location of missile sites and the like. Even weather information may be deemed to have national security implications."

News media have obtained satellite pictures from the U.S.-owned Landsat satellite and the French-owned SPOT satellite. Japan

newspapers information

that contacted 501 individuals chosen at random from common and preferred stockholders nationwide.

Of the 35 percent who named newspapers as their first choice for investment information, about half specifically mentioned The Wall Street Journal, said Edward O. Raynolds, Hill and Knowlton senior vice president.

In a related survey, the firm asked 50 financial analysts how they rated various sources of information. Newspapers came in fifth, with 62 percent of analysts saying newspapers were important or very important sources.

The analysts gave somewhat important or very important ratings to other sources as follows: company managements, 98 percent; annual reports, 94 percent; Form 10K and other Securities and Exchange Commission documents, 88 percent; meetings with groups of analysts, 84 percent; financial fact books, 52 percent; reports from Wall Street, 50 percent; computer databases, 20 percent; and radio and television, 6 percent. □

Department's new rules from satellites

recently launched its own photographing satellite, and several other countries have similar projects under way.

There has been talk of the news media eventually launching their own private satellite. Newspaper publishers and broadcasters have voiced fears that the proposed Commerce Department regulations may restrict the use of such a satellite.

In a related development, Eastman Kodak Co. announced it will open a processing center in Lanham, Md., in August that will enhance satellite photography. A Kodak spokesman said the company expects the news media to be good customers. □

First Amendment booklet

The Society of Professional Journalists, Sigma Delta Chi, has made available a brochure containing information about the First Amendment.

The brochure is part of SPJ,SDX's promotion of Project Watchdog, a program to safeguard the First Amendment [**presstime**, Nov. 1986, p. 58].

The brochure can be obtained by calling (800) 542-1600. □

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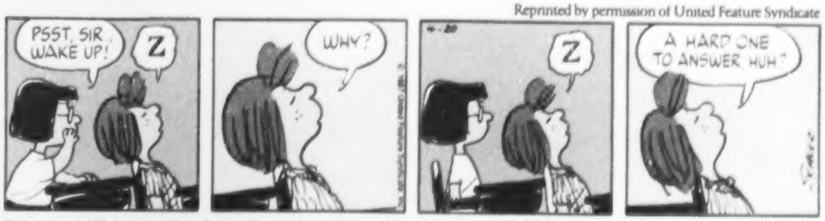

PSST, SIR.. WAKE UP!
Z
WHY?
Z
A HARD ONE TO ANSWER, HUH?

History will be made when this strip appears in some newspapers April 20.

Peanuts first to be offered in color every day

"Peanuts," the world's most widely syndicated comic strip, will be available in full color seven days a week beginning April 20.

United Feature Syndicate said the popular strip, drawn by Charles M. Schulz, will be the first one ever to be offered in color on a daily basis. "Peanuts" is syndicated in more than 2,000 newspapers.

Victor Oleffson, sales representative for United Media, the parent company of UFS, said newspapers that want the weekday color service will have to pay a premium for it. Although he declined to specify how much this extra amount will be, Oleffson said it will merely cover the additional production costs associated with providing "Peanuts" in color.

The strip will be sent to newspapers with coded color separations in red, yellow and blue, enabling papers with color capability to make the strip as colorful as the traditional Sunday comics.

The separations will be made by Greater Buffalo Press, which prints Sunday comic sections for many newspapers.

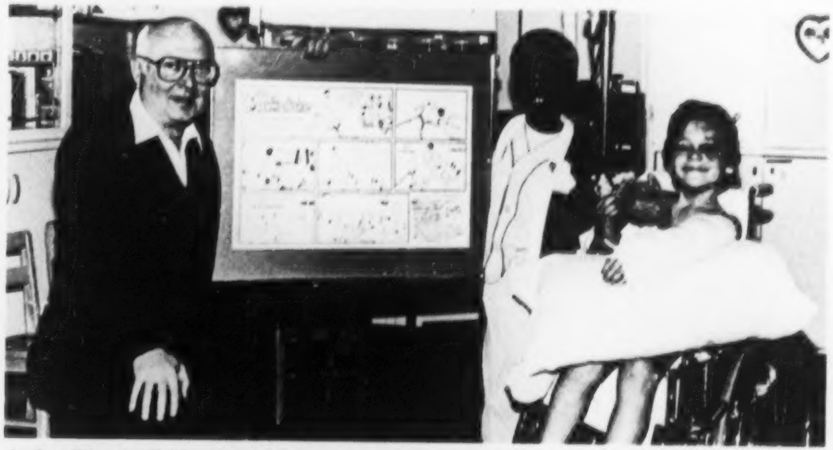
A handful of U.S. newspapers individually have been adding color to weekday comics, sometimes with results that have displeased cartoonists [**presstime**, Dec. 1986, p. 58].

Whether the breakthrough by UFS will start a trend among syndicators of comic strips depends on the reaction from newspapers, observers say.

"If this works, we'll think about it for other top-of-the-line strips," said United Media's Oleffson.

"I think it's going to be marvelous," said Catherine Walker, executive director of the Newspaper Features Council (formerly the Newspaper Comics Council).

Mort Walker, Catherine's husband and the creator of the comic strip "Beetle Bailey," says the idea of supplying separations for daily color has been talked about for a number of years, but there hasn't been enough response from newspapers. As more papers achieve color capability, however, their attitudes may change, Walker says. □



At San Diego's Children's Hospital and Health Center, "Marmaduke" creator Brad Anderson donates comic strip in United Feature Syndicate's "Laughter is the Best Medicine" program.

Newspaper people are beaming about satellite transmission of advertisements

BY CRAIG C. STANDEN

One of the first priorities announced by the Future of Advertising project was the support of AD/SAT, a company formed to deliver advertising materials from advertisers and agencies to newspapers via satellite.

Last April at the ANPA Convention, Joe D. Smith Jr., chairman of the FOA Standardization Task Force, asked the newspaper business to make a commitment to the future of our business by signing up with AD/SAT.

In the 10 months since then, a good deal has happened:

- **In November, AD/SAT completed a successful two-month test** of its facilities and equipment [**presstime**, Jan. 1987, p. 52]. Four major New York ad agencies—N W Ayer, Ogilvy & Mather, J. Walter Thompson, and Young and Rubicam—took part, along with newspapers from Boston, Chicago, Houston, Los Angeles, New York, Newark, Philadelphia, San Francisco and Washington, D.C.

Reproduction quality of the transmitted material was excellent. It's impossible to tell the difference between impressions printed from original material and those printed from material transmitted via AD/SAT. The few "bugs" in the system were quickly corrected.

- **On Jan. 5, AD/SAT began commercial operation** from its transmission center in New York City. In the first two months, 11 additional agencies—including such giants as DDB/Needham, Grey, BBDO, and Bozell, Jacobs, Kenyon & Eckhard—have used the system to transmit national advertising to one or more of the 12 original AD/SAT newspapers.
- **Several retailers have expressed a great deal of interest** in the potential of AD/SAT for distribution of their advertising materials. One retailer, Lord & Taylor, which has stores in six of the 10 cities already served by AD/SAT, has been sending as many as 50 ads per week via the system.
- **On March 9, AD/SAT announced the signing of the 100th newspaper** to join its network. Because the facsimile equipment for the newspapers must be manufactured, there is a six-month lead time between the signing of the contract and the installation of the receiving equipment. Thus the number of newspapers actually able to receive ads via AD/SAT won't increase until July. But sometime in September or October, AD/SAT should have in its network 100 newspapers with combined circulation of 25.2 million daily and 31.4 million Sunday. And we have every reason to believe that these numbers will continue to grow.

Craig C. Standen

Looking toward that time and beyond, AD/SAT in March began a major promotional and advertising campaign directed at ad agencies. The campaign includes large-space ads in the advertising trade press and a six-and-a-half-minute videotape cassette briefly explaining how the system works and containing testimonials from print production people at the test agencies as to the quality and speed of transmissions.

What about the future of AD/SAT?

I believe it is an important step forward in our long-range effort to increase newspapers' share of the advertising market.

It will save our advertisers a lot of time and money. Instead of having to produce multiple copies of newspaper ad slicks or Veloxes, an agency or retailer can produce one copy of the ad. Instead of wrapping, labeling and shipping each copy of the ad, the agency merely delivers that one copy to AD/SAT. Instead of a day or two in transit (and the possibility of some of the packages getting lost or being delivered late), the ad can be transmitted by AD/SAT simultaneously to every newspaper in the network in three and a half minutes. Receipt of an ad is confirmed instantly by AD/SAT's electronic message system.

Cost to the advertiser for this fast, high-quality transmission is only $15 per newspaper for each ad transmitted, versus more than $70 each the older, slower way—a saving of nearly 80 percent.

What do newspapers get out of AD/SAT?

Eventually, they should get a lot more advertising—not just national advertising, but retail and classified advertising as well. As we have noted before in this space, there is a steady, long-range trend toward the centralization of advertising among retailers and among classified advertisers in the categories of recruitment and real estate. These advertisers are becoming more like national advertisers in many ways: They increasingly use ad agencies to prepare their ads, they tend to have all their advertising prepared in the same place, and they are quick to take advantage of new ideas and new technology that save them time and money.

But there is a much more immediate benefit for newspapers. In the course of a year, many newspapers lose thousands of dollars in advertising because of the aforementioned transmission problems, or because the lead time in getting an ad into print is too long. Some of this advertising is run at a later date, but much of it is revenue lost forever.

AD/SAT will get most of this lost advertising into the newspaper. I suspect for quite a few newspapers, the revenues saved by AD/SAT will more than pay for its cost.

The Newspaper Advertising Bureau has no financial or other interest in the ownership or management of AD/SAT. But the NAB Board of Directors and the Future of Advertising Steering Committee regard AD/SAT as an important step forward for our business. ☐

ATHENA contest open

The Newspaper Advertising Bureau has called for entries to its annual ATHENA Awards competition.

The awards recognize outstanding newspaper advertising (the acronym stands for "Awards To Honor Excellent Newspaper Advertising").

To be eligible, the ads must have run in a daily or Sunday paper published between June 3, 1986, and May 15, 1987. Winning ads will be published in NAB's "Creative Newspaper 12."

Deadline for submission is May 15. Entries should be sent to Creative Newspaper 12, NAB, 1180 Avenue of the Americas, New York, N.Y. 10036.

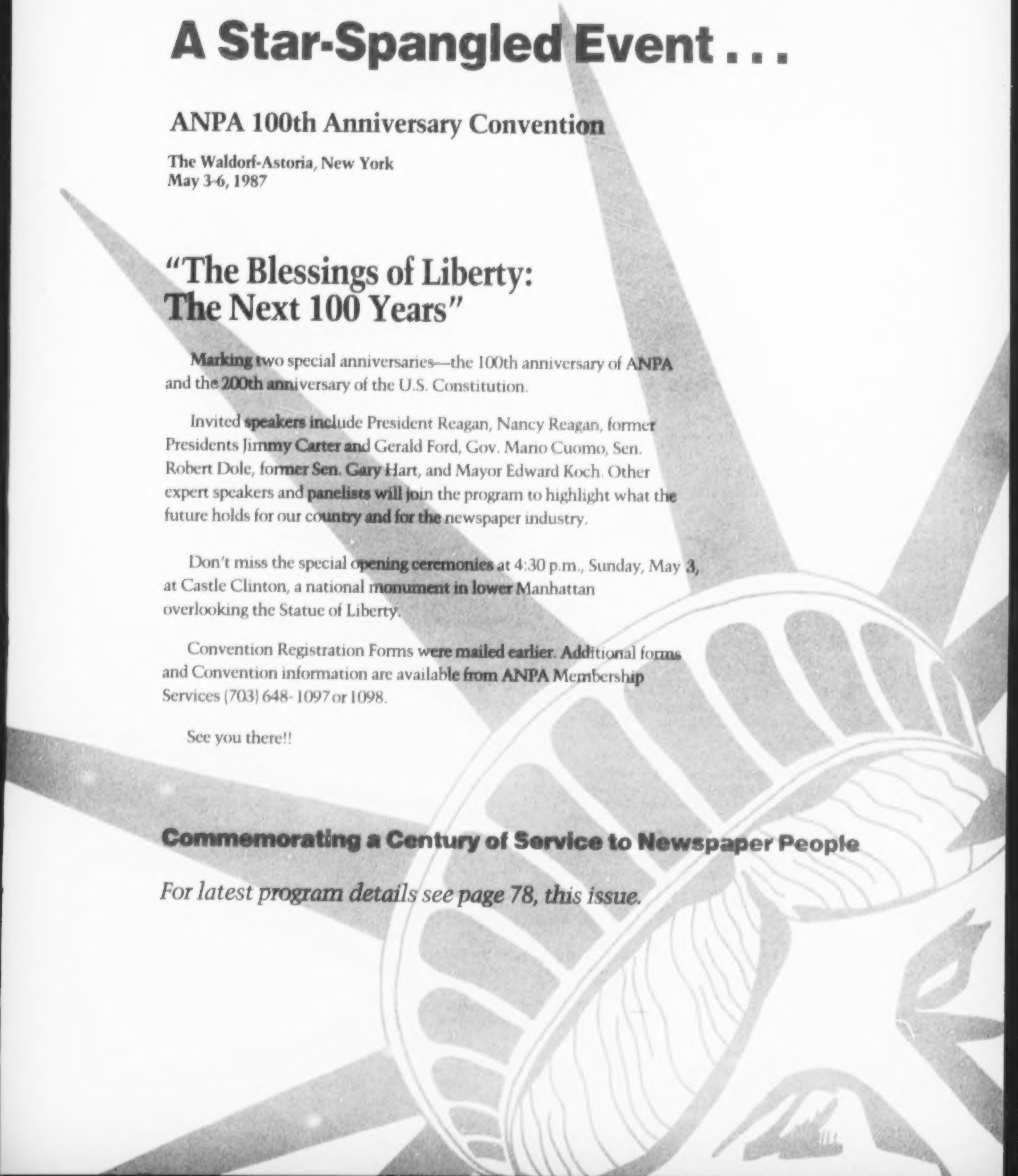
Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to **presstime**.

ANPA
1887-1987

A Star-Spangled Event . . .

ANPA 100th Anniversary Convention

The Waldorf-Astoria, New York
May 3-6, 1987



"The Blessings of Liberty: The Next 100 Years"

Marking two special anniversaries—the 100th anniversary of ANPA and the 200th anniversary of the U.S. Constitution.

Invited speakers include President Reagan, Nancy Reagan, former Presidents Jimmy Carter and Gerald Ford, Gov. Mario Cuomo, Sen. Robert Dole, former Sen. Gary Hart, and Mayor Edward Koch. Other expert speakers and panelists will join the program to highlight what the future holds for our country and for the newspaper industry.

Don't miss the special opening ceremonies at 4:30 p.m., Sunday, May 3, at Castle Clinton, a national monument in lower Manhattan overlooking the Statue of Liberty.

Convention Registration Forms were mailed earlier. Additional forms and Convention information are available from ANPA Membership Services (703) 648-1097 or 1098.

See you there!!

Commemorating a Century of Service to Newspaper People

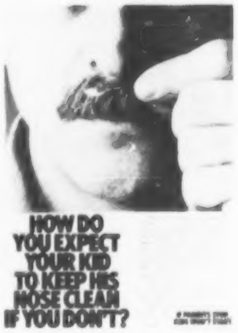
For latest program details see page 78, this issue.

Media asked to participate in major anti-drug campaign

In what organizers hope will become the biggest public-service advertising campaign during peacetime, the media are being asked to donate space and time to run anti-drug abuse ads created free by advertising agencies.

The print and broadcast campaign is sponsored by the Media-Advertising Partnership for a Drug-Free America, a coalition formed under the auspices of the American Association of Advertising Agencies [**presstime**, Sept. 1986, p. 46].

Major daily newspapers will be asked to run the equivalent of a page of advertising a week during the three-year campaign. "We know that's a lot, and we know that a lot of them can't do it, but we would like to have a heavy campaign in newspapers," said Richard T. O'Reilly, national director of the partnership. "Newspapers and magazines are the only place where we can get a significant amount of information to the public. That's why we are asking for heavy schedules."


HOW DO YOU EXPECT YOUR KID TO KEEP HIS NOSE CLEAN IF YOU DON'T?

The Wall Street Journal is one of the major newspapers that has agreed to participate. It is "very rare" for the business daily to run public-service ads, said Angela Santoro, spokeswoman for the Journal's parent Dow Jones & Co. "There are a lot of good causes," she said, but "the drug problem is critical." Santoro said the Journal will decide how much space to devote to the ads after they are received and reviewed.

Smaller newspapers will be asked to "do the best they can" in providing space, O'Reilly said. "We'd like to be in every newspaper every week if we can, because we have extraordinarily persuasive and good advertising messages."

The newspaper ads—targeted toward parents, chief executive officers of companies and a mass audience—will be sent to newspapers by the end of April from the AAAA's 28 regional coordinators, he said.

The coalition hopes to receive the equivalent of at least $500 million of free ad space and time each year.

A three-year research program will coincide with the campaign. It will measure attitude changes and usage trends.

Newspaper business leaders on the coalition's board of directors are Daniel B. Burke, president of Capital Cities/ABC Inc., who serves as a vice chairman; ANPA Executive Vice President Jerry W. Friedheim; Craig C. Standen, president of the Newspaper Advertising Bureau; and Bernard T. Flanagan, vice president/marketing of The Wall Street Journal.

O'Reilly will appear at the ANPA Convention May 4 in New York City on a panel discussing the drug problem. (See story, p. 78.) ☐

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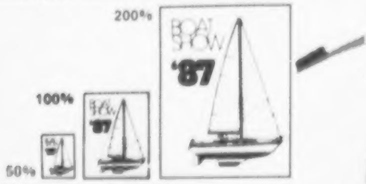

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INAME study shows ad network outlook 'encouraging'

The outlook for newspaper advertising networks "seems encouraging," according to a study by the International Newspaper Advertising and Marketing Executives. By combining into networks, two or more newspapers offer advertisers a larger circulation base and the option of one insertion order and one bill.

Of the 149 INAME-member newspapers responding to the survey, 73 said they had been involved in networking presentations to advertisers during the past year; 56 said they planned such presentations within the next year.

Asked whether the presentations had resulted in ad linage, 44 respondents—four out of five of those who responded to that question—said yes. Of these, 26 said the linage was in the form of new ad schedules; 29 said it was additional linage from already existing advertisers. Eleven of the 44 said the presentations resulted in more linage.

The number of newspapers involved in the networks ranged from two to more than 10. Two-thirds of the respondents said the networks were confined to newspapers in the same state [**presstime**, Oct. 1986, p. 21]. ☐

Formula measures promotions

The art of getting and retaining newspaper readers is being transformed into a science.

In what may be a significant breakthrough, a task force of the Future of Advertising project has developed a formula that enables a newspaper to gauge how good or bad a specific circulation promotional effort is. It measures the results in terms of how much the promotion costs for each new subscriber who keeps on taking the paper.

By applying the formula, a newspaper should be able to discard promotional efforts that typically, after bundles of money and energy have been expended, result in a temporary surge in subscribership—only to have the subscribers tail off after a few weeks or a few months.

The formula was developed by Knight-Ridder Inc. under the auspices of the Readership and Retention Task Force of the FOA project.

Task Force Chairman Reg Murphy, chairman of The Baltimore Sun, said the guidelines "provide clear-cut definitions and formulas that will allow any newspaper to plan and monitor its circulation-building and retention efforts more reliably and efficiently."

The system results in a newspaper being able to ascertain its cost per unit, or CPU, of circulation. This is defined as being the cost of conducting a particular type of solicitation effort (telephone, sales crew, carrier, etc.) that results in new customers remaining on the subscription list 12 months later.

The results are obtained by applying the formula CPU = SPR (sales pressure ratio) x CPO (cost per order).

Sales pressure ratio is a percentage figure arrived at by determining how long new subscribers kept taking the paper after the initial promotion drive. Cost per order is arrived at by dividing the number of new orders into the total dollar amount spent to get the orders.

How to work out the somewhat complicated mathematical formulas is explained in a new task force booklet titled "Measuring Retention and Circulation Sales Effectiveness."

The report is an outgrowth of circulation studies begun by the FOA project, said Albert E. Gollin, director of research at the Newspaper Advertising Bureau. The result of the studies was published last June in a manual called "Readers: How to Gain and Retain Them." Gollin described that manual as the "nuts and bolts" of circulation problems, designed to inform newspaper executives about what the critical issues are [**presstime**, July 1986, p. 71].

The second phase was a questionnaire sent to members of the International Circulation Managers Association seeking information about their circulation promotion activities. From the replies of 58 newspapers, marketing researcher John B. Mauro identified and analyzed 15 different promotional strategies.

"The analysis showed that the evidence on circulation promotion was pretty low," Gollin said, "so it was extremely difficult, if not downright impossible to do an analysis of what worked, and didn't work, at what cost and why." That motivated the task force to look for and find "a set of measurement techniques on exactly what can be done, the cost, the benefits and the ability to compare different techniques across a period of time," Gollin said.

Copies of the new report are available from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 921-5080, ext. 397. ☐

Adult carriers slain on job

Two adult carriers on opposite sides of the country have been murdered recently, prompting renewed concerns about carrier safety.

On Feb. 24, David L. Ritchey, 32, was beaten to death around 5 a.m. in a high school parking lot as he was delivering papers for The Spokesman-Review of Spokane.

No motive has been established. Cowles Publishing Co. has offered a $2,500 reward for information leading to the arrest and conviction of the killer. The Spokane newspapers also launched a fund drive for Ritchey's wife and three children. The fund had surpassed $25,000 when it was turned over to her.

Shaun O'L. Higgins, manager of consumer marketing and public relations for Cowles Publishing, said the company is increasing the number of two-way-radio-equipped circulation vans.

Higgins said most of the newspapers' 1,800-member carrier force is made up of youth carriers. After Ritchey's death, "a couple" of carriers resigned, he said.

In the other slaying, which occurred in December, Sean Rogers, 20, was struck on the back of the head with a hammer and his throat was slit while making collections between 7 and 8 p.m. on his route for the Niagara Gazette of Niagara Falls, N.Y.

Rogers was robbed of approximately $60 in cash he had collected. Police later arrested and charged a man with the slaying.

The Gazette circulation department subsequently sent a list of safety tips to carriers, advising them not to carry more than $25 or $30 cash and to collect only during daylight hours.

Many newspapers distributed safety tips during a rash of serious crimes against carriers, primarily youths, that occurred in 1984 [**presstime**, Sept. 1984, p. 6]. ☐

Same-day coupon promotions employed by fewer than 100 newspapers

Same-day coupon promotion by newspapers has had a lukewarm response, the vice president in charge of marketing for the Newspaper Advertising Bureau said in March.

"I believe we can say probably fewer than 100 newspapers are promoting coupons," Uldis Grava said. He said one problem is that some advertisers do not send enough free-standing inserts with coupons to cover a newspaper's entire circulation.

"That's been a major problem," Grava said. "If they don't send enough coupons, it's kind of difficult to put an ear on your masthead or use the radio to promote coupons that aren't there. Some people are going to get mad."

The Audit Bureau of Circulations last June approved a one-year suspension of its Rule C 1.14, which prohibited promotion of the coupons on prior days or the same day the coupons appear in the newspaper. The suspension, called for in a joint resolution by ANPA and NAB, began Oct. 1 [**presstime**, July 1986, p. 75].

The rule has been a point of contention among advertisers and the newspaper industry for several years.

The ANPA/NAB-ABC Liaison Committee learned of the lukewarm response to the option of same-day promotions at a meeting Feb. 25. Next, it must decide whether to recommend that the one-year rule be made permanent. ☐

Most dailies still cost a quarter, but many are shifting to 35¢ or more

The ranks of 25-cent daily newspapers continued to decline in 1986, but nearly two-thirds—64.3 percent—held fast at that price level.

This compared with 70.9 percent that sold for a quarter in 1985 [**presstime**, March 1986, p. 54].

The biggest single change was newspapers in the 35-cent range, which increased from 202 in 1985 to 344 last year, suggesting that the 35-cent paper may supplant the quarter paper as the dominant one in the future.

The figures come from ANPA's annual survey of single-copy, city-zone, street-sale prices. A total of 1,778 newspapers were surveyed in the United States, Canada, Bermuda, Guam, Puerto Rico, the Bahamas and the Virgin Islands.

Along with the decline in 25-cent newspapers have come increases in the number selling for more than that amount:

- The number of 50-cent dailies rose from six to 15.
- Two dailies now sell for 45 cents, whereas none sold for that amount in '85.
- There were increases from 15 to 22 in the number of 40-cent papers, and from 171 to 177 in the number costing 30 cents.

Two daily newspapers published in the Canadian province of Manitoba retain a newsstand price of 5 cents. They are the Daily Bulletin of Dauphin and the Report of Swan River.

CPI is lower

Between January 1985 and January 1986, the average price of a newspaper rose 4 percent while the consumer price index increased 1.4 percent, according to the U.S. Department of Labor's Bureau of Labor Statistics. The previous year, the average price of a newspaper increased 4.4 percent and the CPI 3.8 percent [presstime, March 1986, p. 55].

Continuing another trend, the predominant price of Sunday newspapers remained 50 cents in 1986, but the number at that level decreased to 273 (33.9 percent) from 295 (36.5 percent) in 1985. A total of 804 Sunday newspapers were surveyed.

The continued increase in Sunday prices was most pronounced in the highest price category. From one in 1985 (The New York Times), the number of Sunday papers selling for $1.25 jumped to 14 in 1986.

Sunday papers selling for $1 increased from 123 in '85 to 144 in '86, and the number of 75-cent papers climbed from 230 to 257. Four Sunday newspapers sold for 40 cents, compared with three a year earlier, and the number costing 95 cents went from one to two. The last remaining 20-cent Sunday paper, the Jennings (La.) Daily News, went to 25 cents in October. ☐

Price per single copy of daily newspapers—1986

	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	50 cents	Total[1]
Alabama	2	--	25	--	--	--	1	28
Alaska	--	--	3	--	4	1	--	8
Arizona	--	--	10	--	9	--	--	20
Arkansas	--	1	31	--	--	--	--	32
California	--	2	107	1	7	--	--	117
Colorado	1	3	22	--	1	--	--	27
Connecticut	--	--	8	9	7	--	--	24
Delaware	--	--	--	--	3	--	--	3
District of Columbia	--	--	2	--	--	--	1	3
Florida	1	2	39	--	5	--	--	48
Georgia	--	--	33	--	2	--	--	35
Hawaii	--	--	3	--	1	2	--	6
Idaho	--	--	10	1	1	--	--	12
Illinois	--	3	41	14	12	--	--	70
Indiana	--	1	51	9	13	--	--	74
Iowa	1	--	14	4	17	--	1	37
Kansas	4	4	36	1	1	--	--	46
Kentucky	--	--	15	--	10	--	--	25
Louisiana	1	2	16	2	6	--	--	27
Maine	--	--	--	8	1	--	--	9
Maryland	--	--	12	2	1	--	--	15
Massachusetts	--	2	17	11	15	--	1	46
Michigan	1	1	32	4	14	--	--	52
Minnesota	--	--	9	2	14	--	--	25
Mississippi	1	--	16	--	5	--	1	23
Missouri	--	4	37	3	3	--	--	47
Montana	--	--	4	--	7	--	--	11
Nebraska	--	--	15	--	4	--	--	19
Nevada	--	--	6	--	1	--	--	7
New Hampshire	--	--	1	7	1	--	--	9
New Jersey	1	1	23	--	1	--	--	26
New Mexico	--	1	18	--	1	--	--	20
New York	--	--	25	14	29	--	2	70
North Carolina	2	2	50	--	1	--	--	55
North Dakota	--	--	2	--	8	--	--	10
Ohio	--	4	49	18	16	--	--	87
Oklahoma	--	1	48	--	4	--	--	53
Oregon	--	--	14	--	5	--	--	19
Pennsylvania	--	5	43	31	11	--	--	91
Rhode Island	--	--	1	2	4	--	--	7
South Carolina	--	--	18	--	--	--	--	18
South Dakota	--	--	12	--	2	--	--	14
Tennessee	--	3	16	--	9	--	--	28
Texas	--	--	98	1	11	--	--	110
Utah	--	--	4	--	2	--	--	6
Vermont	--	--	3	3	1	--	1	8
Virginia	1	3	33	--	--	--	--	37
Washington	--	1	19	--	7	--	--	27
West Virginia	1	2	16	2	2	--	--	23
Wisconsin	--	--	8	3	23	--	1	35
Wyoming	--	1	9	--	--	--	--	10
Totals								
U.S.	17	49	1,124	152	302	3	9	1,659[1]
Canada	1	3	16	24	41	17	6	111[1]
Bahamas	--	--	--	1	--	--	--	1
Bermuda	--	--	--	--	1	--	--	1
Guam	--	--	--	--	--	1	--	1
Puerto Rico	--	--	4	--	--	--	--	4
Virgin Islands	--	--	--	--	--	1	--	1
Grand Totals	18	52	1,144	177	344	22	15	1,778[1]

[1] Includes newspapers selling for 5 cents (two in Canada), 10 cents (one each in Arizona, Florida and Pennsylvania) and 45 cents (two in Canada)

Price per single copy of Sunday newspapers—1986

	25 cents	35 cents	50 cents	60 cents	75 cents	$1.00	$1.25	Total[1]
Alabama	3	--	12	--	6	--	--	21
Alaska	--	--	2	--	1	--	--	4
Arizona	--	--	3	--	6	2	--	11
Arkansas	3	1	10	--	2	--	--	16
California	2	1	26	--	24	7	--	60
Colorado	--	--	7	--	2	1	--	10
Connecticut	--	--	--	--	5	5	--	11
Delaware	--	--	--	--	1	--	1	2
District of Columbia	--	--	--	--	--	--	1	1
Florida	3	1	16	--	8	5	--	33
Georgia	--	--	8	--	3	4	--	15
Hawaii	1	1	1	--	1	--	1	5
Idaho	2	--	2	--	3	2	--	9
Illinois	1	1	4	1	9	6	2	24
Indiana	--	--	1	--	10	9	--	20
Iowa	1	--	--	--	3	4	2	11
Kansas	1	2	10	--	4	--	--	18
Kentucky	1	--	4	--	4	3	--	13
Louisiana	1	--	12	1	4	1	--	20
Maine	--	--	--	1	--	--	--	2
Maryland	--	--	1	1	--	2	--	4
Massachusetts	--	--	1	1	3	4	--	11
Michigan	--	--	--	--	12	3	--	15
Minnesota	1	1	3	1	1	3	1	12
Mississippi	1	--	4	--	4	3	--	12
Missouri	4	1	7	--	4	2	--	19
Montana	--	--	2	--	3	2	--	7
Nebraska	--	--	4	--	1	1	--	6
Nevada	--	--	1	--	2	1	--	4
New Hampshire	--	--	--	--	3	--	--	4
New Jersey	1	2	6	1	3	3	--	17
New Mexico	3	--	4	--	3	3	--	13
New York	1	--	--	--	8	20	3	33
North Carolina	1	--	12	--	13	3	--	29
North Dakota	--	1	--	--	2	3	--	6
Ohio	--	--	7	4	13	7	--	31
Oklahoma	13	1	20	--	7	--	--	41
Oregon	1	--	3	--	4	2	--	10
Pennsylvania	--	--	3	--	14	4	1	26
Rhode Island	--	--	1	--	--	--	1	3
South Carolina	--	--	5	--	4	2	--	11
South Dakota	--	--	1	--	1	2	--	4
Tennessee	2	1	2	--	6	4	--	15
Texas	17	4	37	--	22	10	--	90
Utah	--	--	2	--	2	1	--	5
Vermont	--	--	--	--	2	--	1	3
Virginia	--	--	7	--	6	2	--	15
Washington	--	--	4	--	7	6	--	17
West Virginia	--	--	3	--	6	1	--	10
Wisconsin	--	--	1	--	1	1		3
Wyoming	--	--	3	--	1	--	--	4
Totals								
U.S.	64	18	262	11	254	144	14	786[1]
Canada	1	1	9	--	1	--	--	14[1]
Bahamas	--	--	--	--	--	--	--	0
Bermuda	--	--	--	--	--	--	--	0
Guam	--	--	1	--	--	--	--	1
Puerto Rico	--	--	1	--	2	--	--	3
Virgin Islands	--	--	--	--	--	--	--	0
Grand Totals	65	19	273	11	257	144	14	804[1]

[1] Includes newspapers selling for 30 cents (one each in Minnesota, Missouri, New Jersey and Rhode Island), 40 cents (one each in Alaska, Kansas, Kentucky and New York), 55 cents (one in Canada), 65 cents (one each in Pennsylvania and Canada), 70 cents (one in Connecticut), 85 cents (one in Iowa and three in Pennsylvania), 90 cents (one each in Massachusetts and New Hampshire), and 95 cents (one each in Maine and Massachusetts)

Youth carriers dropped; parents protest

A group of parents in Santa Rosa, Calif., picketed The Press Democrat (morning, circulation 77,707) for a day to protest the removal of youth carriers in favor of adults.

The newspaper has employed both youths and adults as deliverers for several years, but Publisher James C. Weeks has begun a conversion to an all-adult force that will take about five months.

Weeks said he undertook the conversion after two major readership surveys showed that the number-one complaint of readers was late newspaper delivery. He noted that California state law prohibits youths from starting out on their routes before 5 a.m.; with adult carriers, a 3:30 a.m. start is possible.

The publisher also said youth-carrier turnover has been about 120 percent per year, "and it always escalates when you get near the summer."

Nationally, such problems have fed a trend toward more adult deliverers [**presstime**, Feb. 1987, p. 20].

Weeks said he does not expect to save any money by switching to adults. He said the paper will reduce the number of routes from 700 youth-carried routes to 325 adult routes.

After The Press Democrat held a series of meetings to explain its plans to youth carriers and their parents, some parents held a protest meeting at the YMCA, and a local radio station conducted a four-hour call-in talk show on the issue.

The day of picketing took place at the newspaper's downtown building and an outlying printing plant. Estimates of the number of people involved ranged from 25 to 50.

Some parents also have begun circulating petitions calling for retention of youth carriers.

"We've been taking a lot of flak from some of the parents," Weeks said, "but basically what we had was an antiquated system that should have been changed years ago."

The paper has offered youths the option of making the route a family affair, with one parent going along with the child to deliver papers on a motor route.

The Press Democrat, which is owned by The New York Times Co., will continue to pay young people to solicit new subscribers, Weeks said. □

Efforts made to forestall lawsuit in ongoing circulation dispute in Dallas

The Dallas Morning News and the Texas attorney general were negotiating in late March in an effort to forestall a possible lawsuit by the attorney general against the newspaper growing out of a dispute between the Morning News and the rival Dallas Times Herald over circulation claims.

Jeremy L. Halbreich, executive vice president of the Morning News, and Ron Dusek, spokesman for Attorney General Jim A. Mattox, confirmed that the two sides have held "confidential" talks.

The dispute started on Oct. 7 when the Times Herald published a story charging that the Morning News had been inflating its circulation figures by 40,000 to 50,000 copies. The Times Herald then filed suit against the Morning News on Nov. 10, also naming the Audit Bureau of Circulations as a defendant. The suit charged that the ABC knowingly published inflated circulation figures [**presstime**, Dec. 1986, p. 56].

The Morning News answered in court with a counter-claim that the Times Herald shreds 25,000 to 40,000 papers a day and claims them as paid circulation.

Both papers have denied each other's charges.

The attorney general on Nov. 4 sent both papers a "civil investigative demand" asking for the same information they had given to the ABC for circulation audits.

The Morning News filed suit in Dallas County District Court Nov. 18 asking that the attorney general's demand for circulation information be quashed. Halbreich said the court has put everything into abeyance until the attorney general decides whether to sue.

Meanwhile, another ABC audit of both Dallas papers has been suspended, and ABC officials are making no comment.

The Morning News, however, is commenting.

Noting that the newspaper editorially supported Mattox's opponent in last November's election, the newspaper has charged that his probe is politically inspired. The Times Herald supported Mattox.

The ABC Board of Directors adopted a clause on Nov. 14 that indemnifies the ABC from damages arising from publication of circulation figures. But the Times Herald suit was filed four days before the ABC gave final approval to its indemnification clause.

One of the events that led to the bureau's indemnification action was a 1983 lawsuit whose defendants were ABC, The Trenton (N.J.) Times and William Dean Singleton, who was then the newspaper's president. Last year, Singleton's MediaNews Group bought the Times Herald and he became chairman of the paper. ☐

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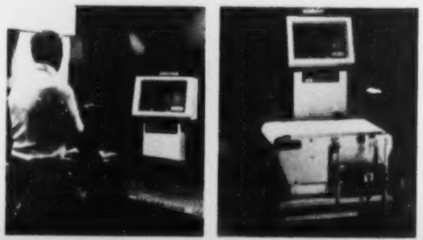

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Growing number of mailer units renounce CWA

Since last July, mailer unions in 19 cities have voted to disaffiliate from the former International Typographical Union, now a sector of the Communications Workers of America.

As a result, about 3,000 members have been lost to the sector. Many of them have or are in the process of affiliating with the Teamsters. Before the ITU merged with the CWA Jan. 1, about 13,000 of the ITU's 40,000 active members were mailers.

Members of San Francisco-Oakland Mailers' Union No. 18 voted in July 1986 to disaffiliate [**presstime**, Sept. 1986, p. 57]. Members of Minneapolis-St. Paul Mailers' Union No. 4 followed in October.

In San Francisco, a new local has been chartered by the Teamsters as the Northern California Mailers' Union. It and the Minneapolis-St. Paul local have combined with former ITU locals in Cleveland, Columbus and Youngstown, Ohio, to form a new "trade district" within the Teamsters' Newspaper Drivers' Division. The division in Cleveland is headed by Carmen Parise, secretary-treasurer of the Newspaper and Magazine Delivery Drivers Local 473.

The International Teamster, the union's official publication, said the trade district arrangement within the Newspaper Drivers' Division "will preserve longstanding collective bargaining and representation traditions in the printing trades and will facilitate the unionization of unorganized workers in that craft."

In addition to Minneapolis-St. Paul and San Francisco, mailer locals in the following cities have voted to disaffiliate from their former international: Albany, N.Y., Albuquerque, Baltimore, Boston, Cincinnati, Dayton, Ohio, Des Moines, Detroit, Houston, Indianapolis, Louisville, Memphis, Milwaukee, Newark, Phoenix, Seattle and Topeka, Kan.

Earlier this year, CWA President Morton Bahr said his union would not "stand idly by and let the Teamsters decimate the ranks" of the former ITU [**presstime**, Feb. 1987, p. 50].

Yet in Houston, for example, Elmer C. May, employee relations director of The Houston Post, said the CWA "did nothing . . . to court the mailers."

"With the initial success of the Teamsters in gaining affiliation of mailer units, it likely will be only a year or two before several pressroom units cast their lot with the Teamsters," commented Charles D. Cole, ANPA manager/labor relations.

—Clark Newsom

Newspaper union leaders chart future course at summit meeting

Leaders of newspaper unions have established a task force to work out a program for coordinated bargaining in the newspaper industry.

The action came at a March 10 summit meeting called by Charles A. Perlik Jr., president of The Newspaper Guild, in an effort to "bring back the climate of progress and achievement to newspaper bargaining tables" [**presstime**, March 1987, p. 62].

Attending the meeting at Guild headquarters in Washington, D.C., were representatives of six unions that represent newspaper employees. They included Perlik; James J. Norton, president of the Graphic Communications International Union; Morton Bahr, president of the Communications Workers of America; Robert S. McMichen, president of the CWA's printing sector; Carmen Parise, director of the Teamsters' Newspaper Drivers Division; and representatives of the Service Employees International Union and of the International Association of Machinists.

The group agreed to meet again April 28 at Guild headquarters. Before that meeting, each union is to compile a list of the expiration dates of all its contracts in the newspaper industry. A major objective of the task force will be to achieve common contract expiration dates at newspapers.

Each union agreed to designate a senior, staff-level representative to the task force. The representatives will be charged with working out the bargaining program.

At union leaders' meeting are (clockwise from left foreground) Parise, George Kourpias of IAM, David Cromer of SEIU, McMichen (partially obscured), James N. Wood of CWA, Bahr, Michael P. McNally of GCIU, Norton and Perlik.

The Guild Reporter

"We want to re-establish a climate for achievement," Perlik said after the meeting. "The publishers are taking their cue from other industries in the country like steel, automobile and textile that have off-shore problems that don't apply to the newspaper business."

"We're in agreement with Perlik that the collective bargaining process needs to be restored to its former level of dignity," said the GCIU's Norton. "Establishing an international unions' committee is the initial step in helping to bring that about."

"As far as the Teamsters union is concerned," said Parise, "in the newspaper business we feel coordinated bargaining is a must. I think its good for the membership and good for the industry. Here in Ohio, I've accomplished that for the most part."

Perlik said he would encourage other unions with bargaining units in the newspaper industry, such as the Operating Engineers, International Brotherhood of Electrical Workers and the United Paperworkers International Union, to attend the April 28 meeting.

Joseph F. Barletta, director of newspapers for Freedom Newspapers Inc. of Irvine, Calif., and chairman of ANPA's Human Resources Committee, said he could not recall a previous union meeting "of this nature." But he said he believes it will "take more than meetings" for the unions to "regain their strength" in the newspaper industry. ☐

Court rules dismissal did not violate Rehabilitation Act

The 11th U.S. Circuit Court of Appeals has upheld a lower court's ruling that Atlanta Newspapers Inc., publisher of the Journal and Constitution, did not violate the federal Rehabilitation Act of 1973 when it terminated the employment of a pressman who had multiple sclerosis.

The pressman's doctor had recommended that he not work near machinery. The pressman, Raymond L. Burnett, was let go after he declined other jobs offered by the company.

Burnett subsequently filed a complaint with the U.S. Department of Labor's Office of Federal Contract Compliance Programs, alleging employment discrimination on the basis of a handicap. The complaint was based on the 1973 federal act that applies to the government and government contractors. A publication that accepts a contract for a government advertisement in excess of $2,500 is deemed a government contractor under terms of the act.

U.S. District Judge Robert H. Hall granted the company's motion for summary judgment. Hall ruled that the newspapers were not government contractors on the day of the termination—on May 28, 1981—because that day's editions did not contain a government ad costing $2,500 or more.

The Court of Appeals affirmed Hall's decision, finding that earlier and subsequent advertisements placed in the newspapers by the U.S. Air Force Reserve did not make the company a government contractor within the narrow definition spelled out in the act.

(Burnett v. Brock, USCA11 No. 86-8310) ☐

Paper faulted for not arbitrating

An administrative law judge of the National Labor Relations Board has found The Idaho Statesman of Boise violated the Taft-Hartley Act by refusing to arbitrate a grievance initiated by Typographical Union No. 271.

At issue was whether the arbitration provisions of a labor agreement survived its expiration date.

Judge Joan Wieder said that generally, the terms and conditions of an agreement survive its expiration until such time as a new agreement is signed or an impasse in bargaining is reached. She noted that the case is related to an earlier one, now under appeal, in which the board found that the company had violated the act by bargaining to an impasse over a non-mandatory subject [**presstime**, Nov. 1986, p. 67].

Wieder said she was bound by the board's earlier decision and found that the newspaper "did have a duty to arbitrate" under the continued terms of the contract. She recommended that the board order the newspaper to rescind its unilateral change in working conditions.

The company is appealing Wieder's decision to the board.

(Federated Publications Inc. and Boise Typographical Union, JD-SF-014-87) ☐

NLRB upholds work assignment

The NLRB has upheld the New York Daily News in its assignment to employees represented by a deliverers' union the processing of pre-inserted Sunday sections. The work had been claimed by another union.

The jurisdictional dispute involved the Newspaper and Mail Deliverers' Union of New York and Vicinity, and New York Mailers' Union No. 6.

The company filed charges with the NLRB after the deliverers' union threatened to strike if the processing work at a new distribution center was taken from its members, or if the company agreed to arbitrate the dispute as demanded by the mailers' union.

The mailers sought an order in U.S. District Court compelling arbitration of the dispute, contending that its members had previously performed the work at another company facility, but the court deferred to the board under Section 10(k) of the Taft-Hartley Act. That section requires the board to make an award of disputed work after considering various factors.

The NLRB concluded that for reasons of economy, efficiency and the company's preference, employees represented by the deliverers were entitled to the work.

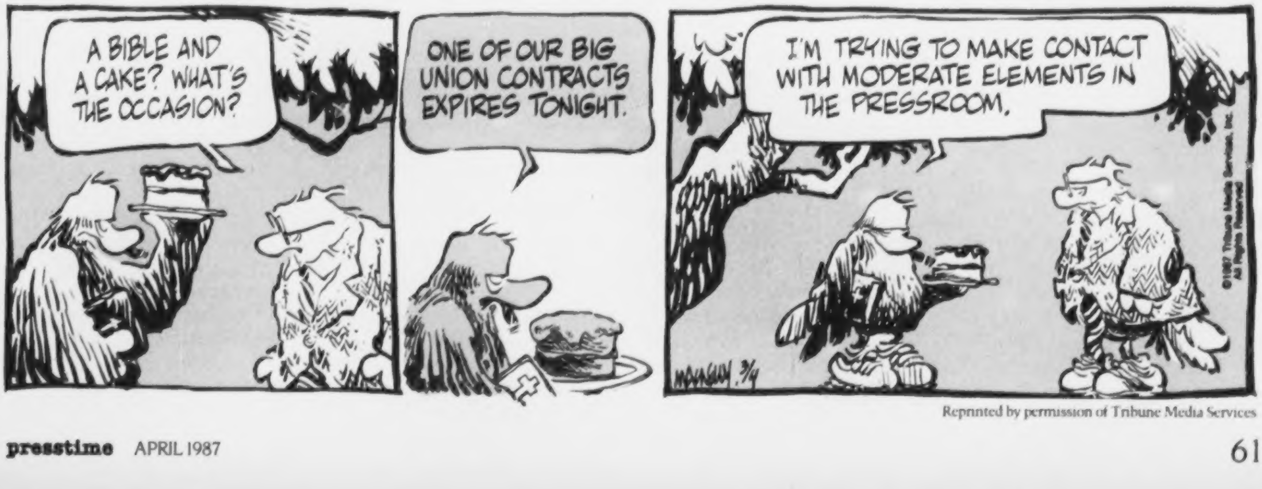
(Newspaper and Mail Deliverers' Union and New York News Inc., 282 NLRB No. 97) ☐

AP contract ratified

The Wire Service Guild said March 20 that its members had ratified a new two-year labor agreement with the Associated Press by a 300-180 vote [presstime, Jan. 1987, p. 48].

'Shoe'

By Jeff MacNelly


A BIBLE AND A CAKE? WHAT'S THE OCCASION?
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I'M TRYING TO MAKE CONTACT WITH MODERATE ELEMENTS IN THE PRESSROOM.
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Guild's Perlik sets October retirement date

Charles A. Perlik Jr., president of The Newspaper Guild for the past 18 years, will retire Oct. 14, 1987, a month before his 64th birthday.

Perlik has served as president longer than anyone else in the union's 54-year history. Before becoming president, he was secretary-treasurer for 14 years. Announcing his decision to retire, he said it "was made neither hastily nor under any duress, physical or otherwise."

Charles Dale

Charles Dale, currently secretary-treasurer, has announced his candidacy for president. Perlik is urging other Guild leaders and the membership to support Dale's bid.

Nominations for the presidency and other international offices will be made at the union's June 22-26 convention in San Diego.

Any contests that emerge will be resolved in an international membership referendum. If there are no contests, the candidates will be elected by acclamation at the convention.

The union has headquarters in Washington, D.C. ☐

NLRB dismisses charges in Tacoma

An NLRB regional director has declined to issue an unfair labor practice complaint against The Tacoma (Wash.) News Tribune.

The charges against the newspaper, filed by Mailers' Union No. 54, stemmed from a July 31, 1986, asset sale of the newspaper to McClatchy Newspapers of Sacramento. In the ownership transfer, McClatchy accepted no labor agreements or other contracts [**presstime**, Aug. 1986, p. 51].

The union alleged that by voluntarily recognizing it as the bargaining representative of mailroom employees, the newspaper became obligated to assume the terms of the old labor agreement.

John D. Nelson, the regional director in Seattle, said there was "no authority" for the union's position.

(Tacoma News Inc., Case 19-CA-18688) ☐

EMPLOYEE RELATIONS NOTES

- A telephone "hot line" for members of the Inland Daily Press Association to get **free advice on labor and personnel relations matters** has been activated by the Park Ridge, Ill.-based association.

"It's part of Inland's goal to help newspapers operate more efficiently," said Ray Carlsen, executive director. "We urge members to have their facts together before making a call."

The Chicago office of the law firm Seyfarth, Shaw, Fairweather & Geraldson is providing the service at no cost except for telephone charges. Members are charged for services involving more than telephone consultation.

- Labor organizations continue to represent **a declining proportion of the civilian workforce**, according to the U.S. Labor Department's Bureau of Labor Statistics.

The proportion of wage and salary workers belonging to unions fell from 18 percent in 1985 to 17.5 percent in 1986, BLS reported. While the decline was small, a BLS economist said it was part of a historical trend [**presstime**, March 1986, p. 22].

- Five former employees of Gannett Co.'s USA Weekend have filed a lawsuit charging the company with violations of the **Age Discrimination in Employment Act**.

The plaintiffs, who worked for Family Weekly before Gannett bought the Sunday magazine and converted it into USA Weekend [**presstime**, March 1985, p. 68], allege they were dismissed or demoted because they were over 40 years of age, a class protected by the act.

The five seek reinstatement to their jobs, back wages, damages and court costs.

Gannett has filed an answer to the charges in U.S. District Court in New York City.

- The discharge of a pressman at the Houston Chronicle for damaging a vending machine **has been sustained by an arbitrator**.

The long-term employee was fired after he kicked a candy machine in anger after depositing money and failing to receive merchandise. Glass on the machine was broken.

Arbitrator Charles R. Milentz said that although the vending machine incident by itself would not warrant discharge, the grievant's poor past record turned the event into a "last straw" situation.

- A jury has awarded the former classified advertising manager of the Visalia (Calif.) Times-Delta **$550,000 in a discharge case.**

The newspaper's lawyer is in the process of filing post-trial motions.

The plaintiff was fired for allegedly misappropriating company funds, but a Tulare County Superior Court jury found he had been wrongfully discharged.

Additional arbitration awards

Bellevue (Wash.) Journal-American, Guild: Michael H. Beck, ruling on three grievances, found the company violated the labor agreement by not paying student interns, but he upheld the company's refusal to pay overtime to a part-time employee for work on a sixth shift and its refusal to pay a minimum of four hours per shift for mailroom employees.

Chicago Sun-Times, Teamsters: Bert L. Luskin sustained the discharge of a truck driver who was convicted of gambling.

Erie (Pa.) Daily Times, Guild: Lewis R. Amis converted to a 30-day disciplinary suspension the discharge of a photographer for selling photographs for personal profit.

Eugene (Ore.) Register-Guard, Guild: Janet L. Gaunt overturned the discharge of a copy editor whose termination had been based on job performance.

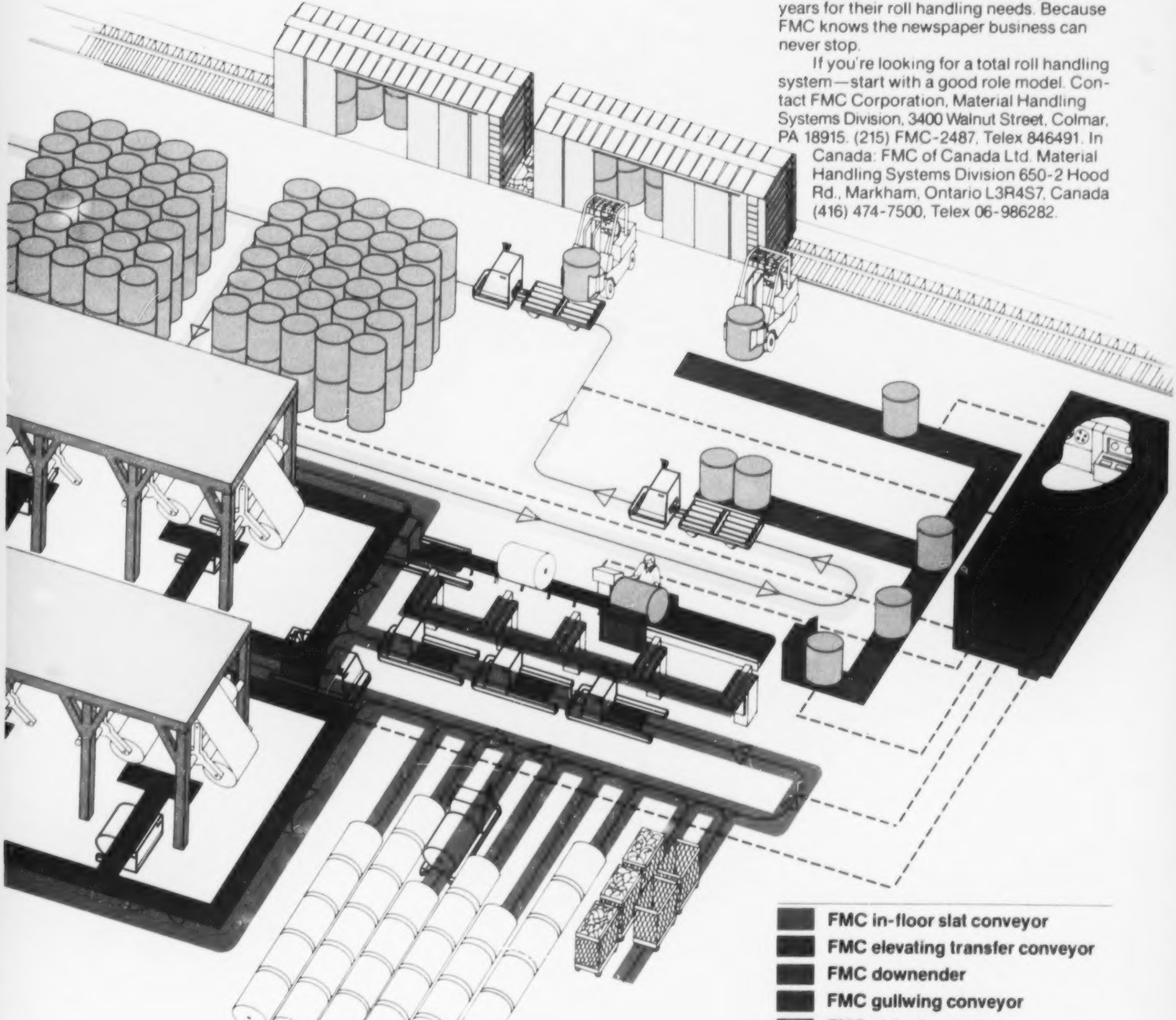
San Diego Union and Tribune, Guild: Sharon K. Weizenbaum sustained the five-day disciplinary suspension of a circulation district manager for failing to report a driving accident.

San Francisco Chronicle, Guild: Armon Barsamian overturned for lack of evidence the discharge of a reporter for alleged falsification of time-cards.

San Jose Mercury News, Guild: Patrick J. Boner converted to a seven-month disciplinary suspension the discharge of a janitor for sleeping on the job.

Washington Post, Guild: Malcolm L. Pritzker found two free-lance writers were actually part-time employees and awarded them back pay and benefits.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)



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Post-press prognosis: Labor still heavily needed

A mention of preprinted inserts usually brings moans and groans from newspaper production people. It did so once again at ANPA's second symposium on "Newspaper Packaging and Distribution."

Speakers and attendees at the March 3-5 conference in Chicago traded horror stories and said they believe mailroom woes will continue for the immediate future. With no end in sight to the proliferation of preprints, there was general agreement that the mailroom (some people prefer the newer terms "packaging and distribution center" or "post-press area") will remain a labor-intensive aspect of newspapering.

"I call it pre-press deja vu," George Cashau, ANPA director/technical research, said after the symposium. "That's because we're at about the same place in the post-press area that we were in the pre-press area about 10 years ago. The automation will come. We're just not there yet."

Symposium Chairman Larry D. Marbert, director/construction and mechanical systems for Knight-Ridder Inc., told the 205 attendees: "I believe if there is any theme to the symposium, it is that newspapers need to be open to new ideas and not simply rely on what's always worked to get the job done."

One of the presentations that attracted a high level of interest concerned the joint research and development effort just launched by The Washington Post and Harris Graphics Corp. The project features a computerized collating system that stacks inserts one on top another rather than inserting one into another.

Initially, only a fraction of the newspapers' preprints for the Sunday edition are being collated, said Michael Clurman, manager of the newspaper's Springfield, Va., plant. The rest of the collating equipment will be phased in over the next several months, he said, adding that if the equipment proves itself in the field tests, it should lead to significant reductions in mailroom staffing requirements.

The collating system has 40 hoppers situated along a conveyor belt, or linear "raceway," 225 feet long. Early in the week, individual preprints are fed into hoppers, and the preprints drop from the hoppers onto the moving raceway. The hoppers feed the raceway consecutively so that inserts are stacked in order.

Computers control the sorting of preprints for different zones and the number of preprints per stack.

Devices known as "pusher pins" separate the stacks and move them along the raceway.

Completed stacks enter an automatic plastic bagging machine manufactured by Sitma, an Italian firm. Clurman said the Post expects to produce 7,000 collated packages per hour on days prior to the Sunday edition's press run. The plastic packages are palletized and stored for eventual hand-stuffing into the newspaper "jacket" at the Post's three printing plants.

Even as the Post is looking forward to increased automation, an executive of Philadelphia Newspapers Inc. told the symposium there have been problems with the automated inserting equipment installed at PNI last year.

Glen E. Nardi, vice president/production, said the Ferag Inc. units were purchased in an effort to achieve efficiency in inserting preprints for The Philadelphia Inquirer and Philadelphia Daily News.

PNI purchased six Ferag Rotosert inserting drums, Rotodisc palletizing and depalletizing equipment, two 4-into-1 inserters, and four 8-into-1 inserters [**presstime**, July 1986, p. 26].

The equipment has not met PNI's expectations, Nardi said, because the size of the newspapers proved to be more than the inserting drums could handle, because the number of preprints received was considerably more than had been expected, and because employees did not learn to operate the equipment as quickly as anticipated.

Nardi said the Sunday edition has been split from two basic components to four parts to make the individual packages smaller and thus easier for the machines to handle.

A Ferag spokesman said the company is working with PNI to resolve the problems.

> *"Newspapers need to be open to new ideas and not simply relying on what's always worked."*

In two other locations, the symposium audience was told, new equipment is working satisfactorily.

The Times-Colonist in Victoria, British Columbia, has been using Muller-Martini Corp. Bi-Liner inserters and Printroll Buffer system (storage drums) for little more than a year, and Production Manager Steve Majorki said the units are operating at capacity.

The newspaper is the first in North America to have that mailroom system installed, said Majorki, adding that it has enabled the Times-Colonist to reduce labor costs, increase productivity and accept inserts within an hour of press time.

The Lansdale (Pa.) Reporter is also satisfied with its new inserting equipment, the Graphic Management Associates SLS-1000, installed last year. The so-called "straight-line," single-gripper machine has made it possible for the newspaper to halve its mailroom staff, said Production Director Larry Stasulis.

Other speakers described computer software innovations for the mailroom. At The Boston Globe, for example, computers have been programmed to keep newspaper bundles, mailroom equipment, trucks and drivers flowing smoothly, said Michael Ide, assistant production director.

The Pittsburgh Press uses software in a different way. A program called Zip/Zap gives advertisers a choice of total market coverage or targeting certain ZIP code areas. William J. Lee, director/data processing for the newspaper's parent firm, Scripps Howard, said preprint advertisers are given 378 different truck routes used for delivery of the Sunday Press; the advertisers then select the routes based on the areas they want to target, and that information is fed into the computer.

As newspapers try these and other tactics in the logistical battle associated with handling billions of preprints annually, ANPA Chairman and President Alvah H. Chapman Jr. put the problem into perspective by reminding the group that preprints offer newspapers an opportunity to attract new advertisers and increased revenues.

"The combination of the zoning we (newspapers) have done and the additional volume of preprints, much of which is also zoned, has brought us many new customers," noted Chapman, chairman and chief executive officer of Knight-Ridder.

—Rosalind C. Truitt

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Scanner use still growing

The use of electronic color scanners at newspapers in the United States and Canada continues to rise, a new ANPA survey revealed.

Of the 703 newspapers responding to the survey, 182 reported scanners in use. In the last survey, conducted two years ago, 103 newspapers were using electronic scanners [**presstime**, March 1985, p. 56].

Exact comparisons between the two surveys are not possible because of differences in the number of respondents. The earlier survey drew 600 final responses.

Nevertheless, ANPA officials said the latest survey and other communications with newspapers indicate a definite increase over the past two years.

"Electronic color scanners are having a significant impact because color quality is so important to newspapers," said Peter P. Romano, ANPA director/technical services. The scanners are used to make color separations and to correct color tones in a picture.

Among other findings of the 25-question survey, which was mailed to ANPA's nearly 1,400 member newspapers late last year are:

- The scanner models most commonly used are Royal Zenith's 4050 and 200S, Hell Graphic Systems' 299 and 299L, Crosfield's 645 I.E., and D.S. America's SG-608, in that order.
- More than five times as many offset newspapers use color scanners as letterpress papers. Five papers with flexographic presses have them.
- Among newspapers without a scanner, 40 said they plan to buy one in 1987; 136 said they are considering a purchase. The rest, 345, said they did not plan an acquisition.
- Most papers using scanners—146—use transparencies (slides) for separations; 46 use color prints; and seven use color negatives. (The numbers total more than the 182 newspapers with scanners because some papers make separations from more than one type of photographic element.)
- Far more separations are made for editorial use than for advertising or for third parties on a commercial basis. Seventy-two newspapers said they make 40 or more editorial separations weekly. On the other hand, only 17 newspapers said they make that many advertising separations, and just five reported making that many commercial separations.
- Respondents use duPont film most often, followed by Fuji, Kodak and Agfa-Gevaert. For development chemistry, duPont is chosen most often, followed by Kodak, Agfa-Gevaert, Chemco and Fuji. Chromacheck is the most popular proofing system, followed by Color Key, Naps and six others.

Despite the benefits scanners offer, respondents reported that the machines can have their problems, too, including: "soft" dots; difficulty with installation and start-up procedures; slow, inconsistent service by manufacturers; blown fuses; dark lines appearing on negatives; sizing inconsistencies; vacuum-pump failures; loose belts; and difficulty in getting replacement parts.

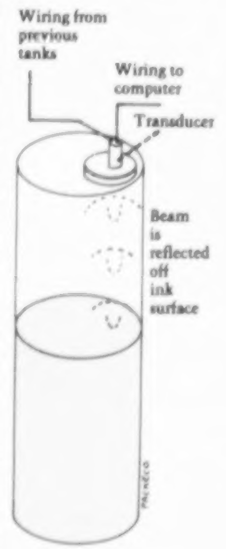
Asked what scanner concerns or related services ANPA should consider, respondents replied: training and retaining scanner operators, comparing systems, working with wirephotos, and controlling paper waste by getting the color right in the initial separation process.

Survey results will be mailed to ANPA member-newspapers this month. ☐

Sonar system gives continuous ink-tank readings

The concept of sonar usually brings to mind such nautical applications as finding fish or enemy submarines. But in the port city of Baltimore, it has taken on new meaning for the benefit of newspapers.

The Baltimore Sun has developed an inexpensive, sonar-based system in which its printing ink-tank levels are checked continuously to within an accuracy of one-tenth of 1 percent error—in other words, within 10 gallons in a 10,000-gallon tank.



Readings in gallons appear on an alphanumeric display in the press foreman's office located about 140 feet from the Sun's six ink tanks.

The monitoring system also enables the Sun to generate on ink usage per shift or per press run. They are useful in fine-tuning the presses for the most economical operation, training press crews for maximum efficiency and keeping track of ink deliveries.

The heart of the system is a commercial version of a simple rangefinder/transducer developed by Polaroid Corp. for the focusing mechanism in a line of instant-picture cameras. The Sun installed one of these transducers mounted in a special plastic fixture measuring 6-8 inches in diameter in the manhole cover of each of its six tanks.

Cost for the hardware was about $2,000. Total development time was about six months.

The devices emit short pulses of ultrasonic sound down into the tank, and they detect the echo that bounces back from the surface of the ink stored there. Distance from the sensor to the ink is determined by measuring the time it takes for a pulse to travel down and back. Depth of the ink is derived simply by subtracting the transducer-to-ink distance from the height of the tank. Volume then is calculated automatically and displayed in gallons.

The transducers accurately measure distances to within one-eighth of an inch with a range of 35 feet. They are linked to a custom microprocessor that produces the six alphanumeric readings in the foreman's office.

Thomas M. Germroth, the Sun's supervisor of production support, said readings from the system eventually will be transmitted to a personal computer for further analysis. The Sun also plans to set up an alarm indicating such things as low ink levels, tank overfill and a sudden drop in ink level caused by a broken ink line or other problem.

Germroth said the sonar system has proven far superior to other ink-measuring devices such as in-line flow meters, which are "delicate and costly"; and specific gravity gauges and "float and repeaters," which are much less accurate. ☐

Editor's note: This story was submitted in response to ANPA Technical Committee requests for innovative technical ideas. Send submissions to Dawn D. Murphy, Technical Services Department, The Newspaper Center, Reston, Va.

Solution to offset tinting, toning found to give erratic results

About 100 newspapers have contacted Anchor/LithKemKo for information since the plateroom chemicals and supplies manufacturer announced last fall that it had found a possible solution to offset newspapers' tinting and toning problems.

However, company President James F. Meister said it now appears the solution, which involves exposing gummed offset plates a second time with an ultraviolet light [**presstime**, Oct. 1986, p. 16], has something in common with many remedies tried in recent years—sometimes it works and sometimes it doesn't.

No one has been able to determine why.

"Some newspapers have had great success, and for others it hasn't worked at all," Meister said.

The Anchor/LithKemKo procedure calls for coating an offset plate with a photosensitive chemical, diazo resin, and then exposing it with a negative on a light table—fusing the diazo as an image to the plate. A second exposure of three to four seconds is thought to bond any residual diazo to the plate and thus prevent stray particles from becoming ink-receptive and mottling the printed page.

"We would like to trace back through the times it was successful. That might provide a clue as to why it doesn't work all the time," Meister said.

ANPA will do just that. George Cashau, director/technical research, said his department will include that in its new in-depth study of tinting and toning problems.

The research, which may take several years and may well result in several, not just one, solutions to the problem, will concentrate on the following areas:

- The effects of various water, ink and paper combinations
- The range of optimal operating temperatures for newspaper offset printing presses, with special attention to ink train rollers and plate cylinders
- The effect of ink flow
- The effect of plate surface graining
- The possiblity of setting guidelines for raw materials used in the offset process.

Cashau, who spoke on the subject at the Great Lakes/Midstates Newspaper Conference in Chicago in late February, described tinting and toning as an offset printing defect that involves the coloring of the non-image area with the color or colors being printed. This creates a dirty-looking background that is severe in some cases, barely noticeable in others.

"The cause or causes of the problem are not known partly because the offset printing process is a complex chemical, material, mechanical printing operation involving hundreds of variables. We believe that this problem can be caused by ink, fountain solutions, plates, newsprint, pressmanship, plate exposure, atmospheric conditions and gremlins," Cashau said, the last item noted at least partially in jest.

Because a cure to the problem has proved so elusive, he called tinting and toning "the common cold" of offset printing. Cashau said no offset-printed newspaper is spared the malady and added: "It is an industry problem that all of us must resolve."

Until research helps determine a cause and develop a solution, newspapers can follow some procedures to minimize toning, he said.

"I firmly believe that a good quality control program makes trouble-shooting easier," Cashau said. "If a newspaper has established checkpoints along its production system and has recorded equipment settings, variances in these routines can easily be spotted. In other words, you know where to look." ☐

Equipment exchange

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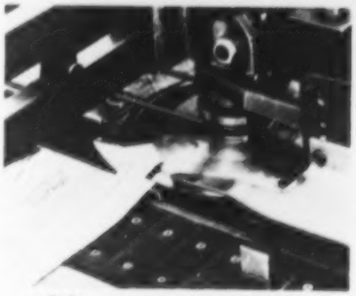
Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

STUFFING TABLOIDS?



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New infrared equipment predicts and prevents downtime

When an overheated bearing fails on a press, it can cause a catastrophic equipment failure.

To guard against that and other thermagraphic problems, two Texas newspapers owned by The Hearst Corp.—the Midland Reporter-Telegram and the Beaumont Enterprise—have an outside company come into their plants with sensing equipment to locate problems before they happen.

George B. Irish ordered his first survey from Witte Energy Management of Midland when he was publisher of the Reporter-Telegram there in 1982. Irish said he found the information to be so beneficial that he has ordered expanded evaluations on an almost annual basis since then.

After Hearst purchased the Beaumont newspaper, Irish moved there in 1984 as publisher and again instituted the thermographic surveys. The Midland daily, meanwhile, has continued them.

"It really makes a lot of sense," Irish said. "We have been warned of a number of problems that, left unattended, would have resulted in substantial costs." Those problems range from overheated motors that would have burned out to faulty electrical connections, he said.

Richard E. Witte, president of the energy-management firm, visited The Newspaper Center in Reston, Va., in March to demonstrate his company's service, which is more widely used by the oil, bottling and some other industries.

After the demonstration, William D. Rinehart, ANPA vice president/technical, said pressroom, mailroom and plateroom equipment all are potential candidates for such an evaluation. "Equipment can be checked out in minutes without disassembly that could take days, and that could be very valuable for newspapers," Rinehart said. "Downtime can cost newspapers a lot of money. It would be great to predict such failures ahead of time."

George Cashau, ANPA director/technical research, noted the trouble-shooting procedure is "predictive as well as preventative."

Other companies perform thermographic inspections, but Rinehart and Cashau said they were not aware of others that are soliciting business from newspapers.

Witte explained that locating equipment that is likely to fail is possible because worn parts give off more heat than do those in good working order. Witte, an engineer, uses portable infrared imagers and non-contact spot thermometers to inspect motors, electrical switchboxes and other components. The infrared sensing equipment detects hot spots not visible to the naked eye and creates a thermal image in a camera-like viewer.

Equipment failures generally are not sudden but rather are progressive, with the troublesome part growing hotter and hotter over time, he said.

In addition to detecting potential mechanical failure, thermographic inspections can also be useful in energy-conservation programs by identifying areas of heat loss.

A detailed report, including infrared photographs of specific parts, is prepared. Equipment to be watched or that needs immediate attention is pinpointed.

The cost of the surveys at the two Texas dailies has averaged about $500 to $1,000. Irish said he regards this as "money well-spent." ☐

Sensors detected bearing wear on a shaft at the Beaumont Enterprise.

TECHNOLOGY NOTES

- Camex Inc., a manufacturer of display-ad makeup systems for newspapers, **purchased Intertext Inc.**

Intertext, founded in 1984, makes personal-computer-based editorial and classified systems for small-to-medium-size newspapers.

- Dow Jones & Co., Apple Computer Inc. and MCI Communications Inc. are joining forces to create and market communications software that **integrates electronic mail functions with graphics capabilities** of the Apple Macintosh.

Desktop Express will allow users to send documents with graphics to remote locations.

- Digital Equipment Corp. signed a marketing agreement with Aldus Corp. to **market PageMaker desktop publishing software** as part of DEC's VAX Integrated Publishing system.

Widely used by newspapers, PageMaker is a page-composition program that allows the computer screen to be used as an electronic paste-up board.

- AM International Inc., which acquired Harris Graphics Corp. in 1986, has combined Harris' Web Press USA and Web Press Europe Division into a **new Web Press Group.**

The move is part of AM's plans to consolidate its Harris subsidiary.

TECHNOLOGY CALENDAR

- **Composition '87 and Type-X '87**, the National Composition Association convention and trade show, will be April 9-11 at the Marriott Marquis in New York City.

- **Paper and Ink Problems in the Pressroom**, a Graphic Arts Technical Foundation seminar, will be May 2 at the International Hotel, Baltimore/Washington International Airport, and May 5 at the Holiday Inn, Milford, Conn.

- The **Gutenberg Festival**, will be May 14-17 at the Long Beach (Calif.) Convention Center.

- The **annual Web Offset Meeting**, a technical seminar will be May 18-20 at the Royal York Hotel in Toronto.

- **ANPA/TEC '87**, the 59th annual ANPA Technical Exposition and Conference, will be June 6-10 at the Las Vegas Convention Center.

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Technology

Kodak dropping Ektaflex; newspapers seek alternative color print system

Eastman Kodak Co.'s announcement that it will stop making Ektaflex color-print-making equipment and supplies has resulted in a quandary for some newspapers.

The problem, according to photo directors and technicians, is that there is no product on the market that equals the performance of Ektaflex—a system in which color prints can be made quickly and without running water.

Ektaflex is popular especially among newspaper photographers who need to make color photos while traveling on assignment. It is used mostly in conjunction with color negative film, now the standard at a number of newspapers [**presstime**, Feb. 1987, p. 12].

Kodak recently told its dealers it will stop making Ektaflex materials in late 1987. Spokesman David D. Holtz said the reason is insufficient demand. "We liked the product a great deal, but the market demand is really very, very low," he said. "It is not cost-effective to keep producing" the line.

Some newspaper photo chiefs speculated that Kodak will cease production as part of the aftermath of a lawsuit that Polaroid Corp. won against the Rochester company. Polaroid protested Kodak's introduction of instant-print cameras.

However, Holtz said the technology involved in Ektaflex and instant cameras is "sufficiently different" to eliminate that kind of possible legal entanglement. Of the Ektaflex decision, he said, "I really don't think there is any relevance" to the lawsuit.

Kodak's decision has left newspapers to ponder a world without Ektaflex.

One option is to make prints with traditional technologies that require running water and temperature control. "It's a little harder but not that much harder," said Brian H. Horton, photo enterprise editor of the Associated Press. AP, a heavy user of Ektaflex, has stockpiled a supply of the paper, film and chemicals involved, he noted.

Harlin D. Smith, graphics editor of The Sacramento Bee, said another alternative is to shoot slides rather than negatives and to send the transparencies back home via a new transmitter designed especially for positive film. He is not sure that will be his newspaper's course of action, however.

Andreas C. Constantinou, darkroom technician in the New York City office of Newsday, said he lacks sufficient hot water to do traditional color printing conveniently. He laments the loss of Ektaflex. "I'm sunk without it," he said. ☐

Transportation

Safe-driving programs may lead to insurance-rate discounts

ANPA's Newsprint and Transportation Department suggests that newspapers ask their auto and truck insurance companies about reduced premiums that might be available if the newspaper implements a safe-driving program.

Carriers in some states may give a credit for such programs.

Insurance Services Office Inc. of New York City, an insurance statistical, advisory and rating firm representing about 80 percent of the commercial auto and truck business, said safety campaigns lead to fewer claims and ultimately to lower premiums.

ISO offered the following explanations of two basic insurance rating plans that could benefit newspapers:

- "Experience" rating plans, which generally apply to businesses with five or more vehicles of any type, use the actual loss experience of the firm being insured to determine premiums. If the company's loss record is better than average, it will get a credit; if the record is worse than average, it will pay more. Most carriers use the insured's loss record for the previous three years to determine any needed modification. Changes can be made to premiums that provide liability, comprehensive and collision coverage.
- "Schedule" modification plans, permitted in most states, allow an underwriter to raise or lower rates to reflect changes in a risk. For example, if a newspaper installs a safety program that the underwriter believes will improve its loss record, the underwriter can allow a credit in anticipation of the improved loss record over the next few years. The underwriter also can raise rates under this plan when he or she does not get cooperation in trying to improve a loss record.

In a few states where experience rating is mandatory, schedule rating is not permitted.

An example of a safety program that can result in lower insurance rates is the safe-driving campaign jointly sponsored by ANPA and the International Circulation Managers Association since 1941. Open to all dailies at no charge, it is designed to reduce highway fatalities and injuries in the United States and Canada and to build a safe-driving record in the newspaper business.

The program has been successful. The accident rate among 619 participating newspapers in 1985 was more than 42-percent lower than that of 1941 [**presstime**, June 1986, p. 66]. Information on the 1986 program currently is being compiled.

Details of the ANPA-ICMA campaign and of some individual newspapers' programs are available from the ANPA Newsprint and Transportation Department or from ICMA at The Newspaper Center, Reston, Va. ☐

Truck deregulation reintroduced

Legislation has been reintroduced in Congress to deregulate the trucking industry and provide for phasing out the Interstate Commerce Commission.

The measure would keep railroad freight regulation intact but would transfer virtually all of it from the ICC to the Department of Transportation. The ICC would close Oct. 1, 1987.

Common-carrier liability for shipments regulated by the ICC would be retained. ☐

Conrail prepares to sell stock

Conrail has filed with the Securities and Exchange Commission a registration statement covering the federal government's proposed initial public offering of 58.75 million shares of the railroad's common stock.

The public offering is being made under the Conrail Privatization Act, enacted last year [**presstime**, March 1987, p. 73].

According to reports, initial offering price will be $26-29 per share, which would generate $1.52-1.7 billion. Congress last year envisioned a yield from the sale of about $1.7 billion. ☐

New truck brake rules issued

The Federal Highway Administration has ordered that by Feb. 26, 1988, front-wheel brakes must be on commercial motor vehicles exceeding 10,000 pounds gross vehicle weight and manufactured after July 24, 1980.

The FHA said a one-year grace period will be allowed, however, where retrofitting is required.

CPU targets Abitibi-Price; UPIU strikes Arizona mill

The Canadian Paperworkers Union has picked Abitibi-Price Inc. as the target company in contract negotiations with paper workers in Manitoba, Ontario, Quebec and the Maritime Provinces. The majority of Canadian mill contracts expire this year [**presstime**, March 1987, p. 73].

Preliminary talks are under way between the CPU and Abitibi, with full-scale negotiations scheduled to begin April 21. The union is seeking a $1-an-hour increase (6.7 percent) for the first year and a minimum of $1.25 an hour (8 percent) for the second.

ANPA's statistics indicate that U.S. newspaper publishers are keeping newsprint inventories at a good level in anticipation of a possible labor problem.

Canada supplies the U.S. with more than half of its newsprint supply, most of which comes from Eastern Canada.

In labor news at U.S. newsprint mills:

- The United Paperworkers International Union March 17 struck Southwest Forest Industries' Snowflake, Ariz., mill. The company planned to resume operations using salaried and replacement workers as negotiations between management and the union took place. The contract expired Feb. 28.
- A three-year contract was ratified between the UPIU and Augusta (Ga.) Newsprint Co. Workers will receive a 3-percent raise in the first year, a $1,000 lump-sum increase in the second and 3 percent in the third. ☐

Peladeau and Maxwell acquire Donohue Inc.

The Quebec government agreed to sell its 56-percent share in Donohue Inc. to Quebecor Inc. and British Printing and Communications Corp. for $320 million.

Quebecor is a Montreal-based printing and newspaper publishing company, and British Printing—headed by press magnate Robert Maxwell—is the parent company of the Mirror Group of newspapers with headquarters in London.

Donohue is a Quebec City-based forest products concern with newsprint mills at Amos and Clermont, Quebec.

Pierre Peladeau, Quebecor president and chief executive officer, said Quebecor and British Printing will respect Donohue's joint newsprint operations with The New York Times Co. and Gannett Co.

In a related development, the Quebec government decided not to sell its 28-percent share of Domtar Inc. Control of Domtar assets will remain in the hands of Dofor Inc., which in turn is 90.7-percent held by Societe Generale de Financement du Quebec, a provincial holding company [**presstime**, Jan. 1986, p. 68]. ☐

Another price hike

Two Canadian newsprint firms have announced they will increase prices to U.S. customers on July 1.

MacMillan Bloedel Ltd. made the first announcement, saying its list price would be raised to $600 per metric ton less discount.

Abitibi-Price Inc. followed with an announcement of an increase to $610.

Last Oct. 1, most newsprint producers raised the list price to $570 per metric ton for U.S. customers [**presstime**, Nov. 1986, p. 70].

NEWSPRINT NOTES

- Crown Forest Industries Ltd. plans a **$25-million expansion** of its Elk Falls thermomechanical pulp mill at Campbell River, British Columbia. By 1989, newsprint capacity there will be increased by 50,000 metric tons to 500,000 tons a year.
- CIP Inc. has **started up a new 155,000 metric-tons-a-year newsprint machine** at its Gatineau, Quebec, mill. The machine replaces one with 95,000 tons of capacity that was closed in 1985 [**presstime**, June 1986, p. 77].
- CIP has joined Kenaf International on a task force to study the **feasibility of using kenaf** as a fiber for newsprint. A mill test of kenaf grown in Texas will be made in October—possibly at one of CIP's mills—with actual pressroom trials to follow [**presstime**, Feb. 1987, p. 52].
- Tasman Pulp & Paper Ltd.'s newsprint mill in Kawerau, New Zealand, is expected to be shut down for a few months because of **damage from an earthquake.**

Three-year contracts were industry norm in '86 negotiations

More than three-fourths of the labor contracts negotiated in 1986 at U.S. pulp and paper mills were for three years, according to an annual study by the American Paper Institute.

Of the 129 agreements, 98 were for three years. Fifteen were for four years, 14 for two years, one for one year, and another for six years.

First-year wage increases amounted to a weighted, national average of 0.3 percent. Deferred increases [**presstime**, April 1986, p. 67] averaged 2.2 percent for the second year and 2.4 percent for the third.

The following charts summarize the wage provisions for 1986 contracts:

1986 first-year wage increases[1]

Region	Mills[2]	Employees[2]	Weighted average[2]
New England	15	6,111	1.0% (12¢)
Eastern	21	5,234	0.6% (6¢)
Southern	48	30,458	0.1% (3¢)
Midwest	37	16,322	0.5% (4¢)
Pacific	8	2,903	0.2% (2¢)
National totals 1986	129	61,028	0.3% (3¢)
National totals 1985	101[3]	35,068[3]	2.1% (24¢)[3]

Deferred wage increases (negotiated in 1986)[2]

Second year (1987)

Region	Mills[2]	Employees[2]	Weighted average[2]
New England	15	6,111	1.2% (12¢)
Eastern	21	5,234	2.7% (27¢)
Southern	48	30,458	2.3% (32¢)
Midwest	36	16,132	2.7% (32¢)
Pacific	8	2,903	0% (0¢)
National total	128	60,838	2.2% (28¢)

Third year (1988)[1]

Region	Mills[2]	Employees[2]	Weighted average[2]
New England	14	5,996	3.0% (35¢)
Eastern	18	4,593	2.2% (22¢)
Southern	45	28,353	2.6% (36¢)
Midwest	31	14,316	2.4% (31¢)
Pacific	6	2,358	0.6% (8¢)
National total	114	55,616	2.4% (32¢)

[1] Excluding cost-of-living clauses and bonuses

[2] Preliminary

[3] Revised

Newsprint seminar set next year

ANPA and the Canadian Pulp and Paper Association's Technical Section will sponsor a newsprint seminar Oct. 13-14, 1988, at the Chicago Hilton. Further details will be published in **presstime**. ☐

'87 consumption opens on upswing

Newsprint consumption by all U.S. users increased 1.5 percent in February compared with February 1986, while U.S. daily newspapers' consumption increased 1.4 percent. For the first two months of 1987, consumption was up 0.4 percent for all users and 1 percent for daily newspapers.

Newsprint inventories of newspapers in ANPA's statistical sample were estimated at 42 days' supply at the end of February, the same as at the end of January but down from 45 days in February 1986.

Worldwide shipments from Canadian mills for the first two months of the year were running ahead of last year by 6.9 percent. Shipments to the United States were up 4.8 percent.

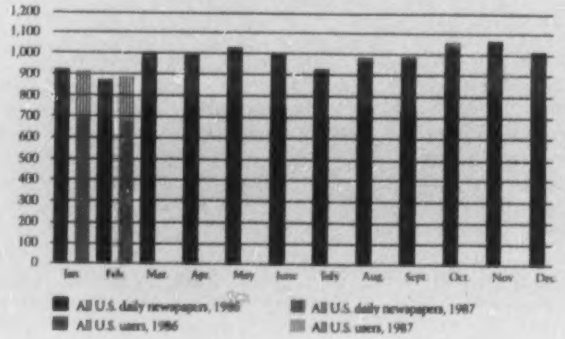
Domestic shipments from U.S. mills during the two-month period increased 6.3 percent, while shipments overseas were up 14.4 percent. The lower value of the U.S. dollar contributed to the increase in exports.

Estimated consumption of all U.S. daily newspapers[1]

Region	**January 1987**	**January 1986**	**% Change**
Northeast	174,218	168,935	+ 3.1
North Central	143,882	142,274	+ 1.1
South	217,833	221,742	-1.8
West	157,731	156,242	+ 1.0
Circulation Size			
up to 25,000	48,647	44,415	+ 9.5
25,001-100,000	140,758	140,200	+ 0.4
Over 100,000	504,259	504,578	-0.06
January totals	693,664	689,193	+ 0.6
Region	**February 1987(p)**	**February 1986**	**% Change**
Northeast	173,699	164,645	+ 5.5
North Central	139,165	139,089	+ 0.05
South	215,845	217,966	-1.0
West	150,787	148,350	+ 1.6
Circulation Size			
up to 25,000	48,080	44,847	+ 7.2
25,001-100,000	138,015	136,130	+ 1.4
Over 100,000	493,401	489,073	+ 0.9
February totals	679,496	670,050	+ 1.4
Two-month totals	1,373,160	1,359,243	+ 1.0

Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
January 1987	554,468	84,558	111,068	750,094
January 1986	523,432	83,641	105,865	712,938
February 1987	540,734	92,694	122,885	756,313
February 1986	521,565	84,221	90,583	696,369
Two months 1987	1,095,202	177,252	233,953	1,506,407
Two months 1986	1,044,997	167,862	196,448	1,409,307
Increase	+ 50,205	+ 9,390	+ 37,505	+ 97,100
	+ 4.8%	+ 5.6%	+ 19.1%	+ 6.9%
From U.S. mills				
January 1987	397,562		29,529	427,091
January 1986	368,463		18,431	386,894
February 1987	380,229		22,030	402,259
February 1986	367,024		26,643	393,667
Two months 1987	777,791		51,559	829,350
Two months 1986	735,487		45,074	780,561
Increase	+ 42,304		+ 6,485	+ 48,789
	+ 5.8%		+ 14.4%	+ 6.3%
From North American mills				
Two months 1987	1,872,993	177,252	285,512	2,335,757
Two months 1986	1,780,484	167,862	241,522	2,189,868
Increase	+ 92,509	+ 9,390	+ 43,990	+ 145,889
	+ 5.2%	+ 5.6%	+ 18.2%	+ 6.7%



Estimated newsprint consumption, 1986-1987 (thousands of metric tons)

Estimated consumption of all U.S. users

	1986	**1985**	**% Change**
December totals	1,010,863(r)	1,014,669	-0.4(r)
Annual totals	11,937,370(r)	11,587,092	+ 3.0(r)
	1987	**1986**	**% Change**
January totals	911,590	917,955	-0.7
February totals	893,719(p)	880,869	+ 1.5(p)
Two-month totals	1,805,309(p)	1,798,824	+ 0.4(p)

Stocks

U.S. publishers[2]	**Tonnage**	**Days' supply On hand**	**Days' supply In transit**
December 1986	848,602	37	8
December 1985	909,960	41	8
January 1987	845,226	36	6
January 1986	920,181	40	6
February 1987	875,046	35(p)	7(p)
February 1986	926,556	39	6
Canadian mills			
January 1987	321,699	—	—
January 1986	349,401	—	—
February 1987	331,121	—	—
February 1986	379,453	—	—
U.S. mills			
January 1987	66,773	—	—
January 1986	89,831	—	—
February 1987	64,604	—	—
February 1986	89,774	—	—

Production

	Canada	**U.S.A.**	**North America**
January 1987	794,589	444,790	1,239,379
January 1986	771,939	420,230	1,192,169
Increase	+ 22,650	+ 24,560	+ 47,210
	+ 2.9%	+ 5.8%	+ 4.0%
February 1987	765,735	400,090	1,165,825
February 1986	726,421	393,610	1,120,031
Increase	+ 39,314	+ 6,480	+ 45,794
	+ 5.4%	+ 1.6%	+ 4.1%
Two months 1987	1,560,324	844,880	2,405,204
Two months 1986	1,498,360	813,840	2,312,200
Increase	+ 61,964	+ 31,040	+ 93,004
	+ 4.1%	+ 3.8%	+ 4.0%

[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Parade contract clause draws ire of some publishers

Most early respondents to a survey of the Southern Newspaper Publishers Association objected to a new clause in updated contracts with Parade magazine that says a newspaper may not carry "any other syndicated newspaper magazine" without risking termination of its contract with Parade.

So far, only three members of SNPA will have to eliminate either Parade or USA Weekend under the clause, said Cynthia W. Durham, information officer for SNPA. They have been given until February 1988 to reach a decision, she said.

After one publisher told SNPA of the clause in February, the SNPA Bulletin ran a story about it in its Feb. 25 issue, attaching a questionnaire on the subject and asking association members to respond.

As of March 18, 36 of SNPA's 435 member newspapers had returned the questionnaires. Their responses were mixed concerning whether they would sign such a contract, Durham said. But while most carry only one of the nationally distributed magazines, there was widespread discontent about Parade's policy, she reported. "It was the principle of the idea, that Parade was seeking to influence editorial content."

"The principle of the thing," countered Parade Publisher Carlo Vittorini, "is we can't afford to give them a good magazine without preserving advertising revenues." He called the SNPA Bulletin story "irresponsible" because it "indicated that we were restricting the distribution of other people's products, and that's not true."

Rather, he said, the clause asserts Parade's right to control its own distribution to meet fiscal needs, a policy it has followed "forever."

The policy has required a gradual implementation of the special clause only in the past three years due to the inclusion of USA Weekend as a supplement to some Friday or Saturday editions, a practice which did not occur with its predecessor, Family Weekly.

Parade's current circulation is 31.7 million through about 300 newspapers, while USA Weekend's is 13 million through about 200 papers [**presstime**, Oct. 1986, p. 71].

"Parade does not distribute through newspapers that carry another national syndicated magazine because we cannot exist without national advertising support," said Parade President Frank McNulty. "We have found that national advertisers are unwilling to pay for inefficient, duplicated readership that would result if a newspaper carried more than one national syndicated magazine."

Whenever Parade representatives have discussed the policy with publishers, he said, "every one fully understood and appreciated our problem and was sympathetic to the contractual steps we took to meet it."

USA Weekend, meanwhile, is experiencing some changes in its markets. Starting April 1, it picked up more than 300,000 circulation by virtue of a new contract with The Boston Herald. But it will lose one large market, Chicago, on May 1, and it may lose a second one, Houston, this fall.

The Chicago Tribune was released from its contract four months early and will stop carrying the magazine, primarily to devote more resources to its own Sunday magazine, said Robert R. Reese, special projects manager. He also cited the loss of national advertising revenues to USA Weekend as a secondary consideration.

The Houston Post notified USA Weekend last September of its intention to cancel its contract with the magazine, but it will be next September before a cancellation can take effect.

Post Publisher Donald F. Hunt said a final cancellation decision has not been made. "We are not ready to say we want to continue for another two years," he said. "Sending in our cancellation gives us an opportunity to rethink things."

The loss of national advertising to USA Weekend was the main reason the Post would cancel the magazine, Hunt said. □

PAGE volume soars

Membership in a purchasing cooperative for independent daily newspaper owners reached 82 and their purchases totaled $17 million in 1986, its second full year of operation.

The purchasing volume represents an 87-percent increase from 1985 for Publishers Associated to Gain Economy, or PAGE.

The cooperative is projecting that purchases this year will reach $25 to $30 million, in large measure because of added newsprint commitments.

PAGE was started in mid-1984 to give independent newspapers the clout to obtain volume discounts previously available only to large newspaper groups [**presstime**, Feb. 1986, p. 61].

PAGE members range in circulation from 6,000 to 120,000. □

Support given for project to save newspaper titles

Newspaper-related foundations and individual newspapers have contributed about 7 percent of all the non-federal funds supporting a national effort to find and preserve about 250,000 newspaper titles published in the United States from 1690 to the present.

With the recent addition of Illinois to the United States Newspaper Program, half of the states now participate in the project, which is primarily funded by the National Endowment for the Humanities and coordinated with the Library of Congress.

Of the $6.4 million in grants so far awarded to program efforts in various states, about $2 million has come from non-federal sources. Of that, more than $140,000 has come from newspapers, the largest single grants being $80,000 from Gannett Foundation and $18,210 from the Journalism Foundation of the Alabama Press Association.

The project has cataloged thousands of newspaper titles that were born, expired or changed with the march of history. Those newspapers now are being preserved for use by scholars, genealogists and the public.

The project began to collect newspapers in 1982, almost 10 years after various historical societies began to push for the effort, including the Organization of American Historians, which made it its highest priority [**presstime**, Sept. 1984, p. 13].

"One of the most exciting aspects of this program is that new newspaper titles and whole runs of old newspapers are being discovered," says Humanities Endowment Chairman Lynne V. Cheney.

"Project directors intensively survey their states, the word gets out that old newspapers are being sought, searches are made, and new material is found in garages, attics, cellars, newspaper offices, and city halls."

In Indiana, where newspapers have contributed more than $12,000 to the effort, researchers have found 5,500 newspaper titles, many more than the initial estimate of 3,200.

The endowment says that newspapers sometimes are found for communities that no longer exist. On the other hand, the project discovered that the present Banner Graphic in Greencastle, Ind., has had 32 ancestor newspapers since 1852.

Among the other Indiana finds were the first issue of the Anti-Slavery Chronicle and Free Labor Advocate, published in New Garden, Ind., in 1847, and an 1885 issue of The Gosport (Ind.) Weekly Spy. □

INPA becomes INMA; INAME (formerly INAE) complains

Members of the International Newspaper Promotion Association voted by a 5-to-1 ratio to change the organization's name. As of March 20, it became the International Newspaper Marketing Association.

"The view of our board is that 'marketing' is the operative word," said INMA President Caroline C. John, vice president and general manager of Cox Arizona Publications Inc. "It encompasses those functions that our people perform," including promotion, research, public relations and product modification.

Opposition to the move came from the International Newspaper Advertising and Marketing Executives, whose leadership said the name change will create confusion among newspaper advertisers and within the newspaper business itself.

Two weeks after INPA issued ballots to members on the name change proposal, INAME President Al Dant, advertising director of The Plain Dealer of Cleveland, asked INAME members to try to convince promotion managers at their newspapers to vote against it, or to rescind their votes if already cast in favor of the change.

According to John, only a handful of members voted to rescind the name change.

Both organizations have headquarters at The Newspaper Center in Reston, Va. ☐

Group draws 'blueprint' for action on minorities

More than 200 leaders in the drive for racial diversity throughout the newspaper industry gathered in Washington, D.C., in March to develop "A Blueprint for Action" for presentation at ANPA's 100th Anniversary Convention in May.

Washington Post columnist Dorothy Gilliam, chairman of the Institute for Journalism Education, which sponsored the event, said the "blueprint" will help "accelerate the progress" made over the past 10 years.

The final, detailed "blueprint," incorporating ideas from the conference, will set forth "a five-year plan with intermediate deadlines and the prospect for real progress," she said.

Robert C. Maynard, president and editor of The Tribune in Oakland and co-chairman of the conference, called the plan a "mid-course correction" to hold on to talented minority journalists who have been departing because of lack of promotions.

Gilliam said the final blueprint will urge action in four areas:

- Training and encouragement of junior and senior high school students through a national network of journalism workshops and other means
- Insistence by top newspaper management on aggressive recruiting of minority candidates by middle managers, through incentive programs, accountability in performance reviews and other mechanisms
- A commitment to give "minority employees access to the upward career track" through career development programs, such as mentoring and diverse training opportunities
- A "commitment to promote people who are ready," thus relieving the scarcity of minority journalists in decision-making positions.

Although the conference's emphasis was on the news side, participants said the blueprint should also be applied to all other departments. "Only a few of us have ever even raised the possibility before this year" of pushing for increased minority recruitment for business-side newspaper positions, Maynard said.

Along those lines, the first newspaper job fair to focus solely on business-side careers drew 400 minority students and about 55 recruiters from newspapers and associations to The Washington Post March 19-21. The event was cosponsored by the industry-wide Task Force on Minorities in the Newspaper Business and ANPA Foundation [**presstime**, March 1987, p. 75].

Another job fair in March drew 175 American Indian students from 10 high schools in a first-time effort by the Native American Press Association to sow interest in journalism careers among Indian youth.

NAPA Executive Director Margaret A. Clark-Price said she would like to repeat the "Communicative Arts Career Day Symposium" semiannually.

Among the tribal media, the nation's largest daily newspaper owned and managed by American Indians closed suddenly Feb. 20, upon orders of Tribal Chairman Peter MacDonald.

The award-winning Navajo Times Today, published at tribal headquarters in Window Rock, Ariz., had a circulation between 7,000 and 10,000, principally among the Navajo population in the Southwest [**presstime**, May 1984, p. 76].

Tribal officials said the paper's continuing large indebtedness prompted the closure, and that they are working to reopen the newspaper on a sounder basis. But the closure also unleashed accusations against MacDonald of political motivation. He had regained his tribal chairmanship last year following a bitter election campaign in which Navajo Times Today had endorsed his rival. ☐

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See Dick Hare at ANPA

Chronicle price highest ever; Freedom trial begins

BUSINESS ROUND-UP

The impending purchase of The Houston Chronicle by The Hearst Corp. for $400 million in cash and notes would represent the highest price paid for a single newspaper, according to industry analysts.

Because the Chronicle is owned by the Houston Endowment, the sale agreement reached in March with Hearst is subject to the approval of Texas Attorney General Jim A. Mattox, who has authority to review transactions of the state's charitable trusts.

The review is "routine," said Mattox spokeswoman Elna Christopher. "We are just reviewing it because of the great amount of money involved that would go to the foundation that gives money to public-interest projects." If Mattox does not approve the sale to New York City-based Hearst, he could file suit to stop it, Christopher said.

William Dean Singleton, owner of the Dallas Times Herald, disclosed that his previous offers of $500 million and $415 million cash for the Chronicle had been rejected by the Houston Endowment, which had to sell the paper by 1989 to comply with federal tax laws [**presstime**, Feb. 1985, p. 52].

Richard J. V. Johnson will stay on as president and publisher of the Chronicle, said Frank A. Bennack Jr., Hearst president and chief executive officer.

One week before the sale agreement, the Chronicle laid off 52 full-time employees, including five from the newsroom, because of the depressed economy in Houston, leading to decreased ad sales. But the Chronicle remains the dominant paper in Houston, leading the rival Houston Post in circulation by 425,434 to 316,209 daily and by 528,153 to 373,573 on Sunday. The Post is owned by Toronto Sun Publishing Corp., which acquired it in 1983.

In other recent business matters affecting newspapers:

- Montreal's new fifth daily, **Le Matin**, began publication and aims to reach 40,000 circulation within a year. Owned by publisher Jean-Guy Duguay and five partners, with 10 percent of the shares reserved for employees, it is printed and distributed by The Gazette of Montreal. The Gazette is part of the Toronto-based Southam newspaper group, which also financed some of Le Matin's start-up costs.
- **Affiliated Publications Inc.**, parent company of The Boston Globe, agreed to acquire Billboard Publications Inc. for $100 million. Billboard publishes eight specialty magazines, including the weekly entertainment magazine, Billboard, and books for the arts and entertainment markets.
- Former Harte-Hanks executive Tucker Sutherland, who formed **Sutherland Media Inc.** of San Antonio with the acquisitions of San Antonio Monthly magazine as well as two daily and four weekly Texas newspapers that Harte-Hanks Communications Inc. had sold Dec. 31 to Worrell Enterprises Inc. of Charlottesville, Va., added to his new company. Sutherland acquired another weekly, The Northwest Leader, serving a suburban area northwest of San Antonio.
- The lengthy intrafamily battle over the ownership of **Freedom Newspapers Inc.** went to trial March 16 in a California Superior Court in Orange County.

Harry H. Hoiles, son of Freedom Newspapers' late founder R.C. Hoiles, is suing his relatives for control of a third of the closely held corporation's assets, placing shares worth more than $300 million at stake [**presstime**, Jan. 1986, p. 62].

- **Dow Jones & Co. Inc.** completed purchase of 51 percent of the stock of Far Eastern Economic Review Ltd., making it a wholly owned subsidiary of Dow Jones. As part of the agreement, South China Morning Post sold its interest in Dow Jones Publishing Co. (Asia) Inc., which publishes The Asian Wall Street Journal, to Dow Jones for $2.1 million.
- Executives of **Clay Communications Investors** are negotiating with several "major newspaper organizations" for sale of The Charleston (W.Va.) Daily Mail and Clay's other newspaper and broadcast properties, said John F. McGee, managing partner of Clay [**presstime**, March 1987, p. 76].
- **Ingersoll Publications Co.** started twice-weekly editions of 17 of its free-circulation St. Louis Suburban Journals, adding Friday to the regular Wednesday publication schedule. ☐

ANPA Labor Relations and Technology Seminar

Las Vegas Convention Center
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$350—includes admission to ANPA/TEC '87, ANPA's Technical Exposition and Conference, June 6-10

For More Information

Contact Mary I. Sepucha, Assistant Manager/Labor Relations,
ANPA, The Newspaper Center, Box 17407
Dulles Airport, Washington, D.C. 20041 (703) 648-1073.

Speeches

Dorothy Gilliam

Howard Hart

Glen E. Nardi

Curtis Bok

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

The Blessings of Liberty
ANPA Chairman and President Alvah H. Chapman Jr., chairman and chief executive officer, Knight-Ridder Inc. Ralph McGill Lecture, Henry W. Grady School of Journalism and Mass Communication, University of Georgia, Athens, Feb. 19

The Press Has Nothing to Fear But the Press Itself
John C. Quinn, editor, USA Today, and executive vice president/news, Gannett Co. Remarks made in receiving the annual William Allen White Foundation Award for Journalistic Merit, University of Kansas, Lawrence, Feb. 10

Advancing the Cause of Racial Diversity in Newspapers
Dorothy Gilliam, columnist, The Washington Post. Task Force on Minorities in the Newspaper Business, Reston, Va., Feb. 1

Tinting and Toning: Common Cold of the Offset Printing Business
George R. Cashau, ANPA director/technical research. Great Lakes/Midstates Newspaper Conference, Chicago, Feb. 22

Comments on Censorship
Cushrow R. Irani, managing director, The Statesman Ltd., Calcutta, India. Challenging the Censors Conference, London, Jan. 16

Satellite Photography, The First Amendment and National Security
Mark E. Brender, chairman, Radio-Television News Directors Association's Media in Space Committee, and national security assignment editor, ABC News, Washington, D.C.; and Maj. Gen. Jack E. Thomas, U.S. Air Force (ret.). The Association of the Bar of the City of New York, Dec. 9

Staying the Course
Howard Hart, president, Canadian Pulp and Paper Association, Montreal. CPPA annual meeting, Montreal, Jan. 30

Modifying the Modified Final Judgment—Removing the Barnacles
Federal Communications Commissioner Patricia Diaz Dennis. Federal Communications Bar Association, Washington, D.C., Feb. 19

From the ANPA Newspaper Packaging and Distribution Symposium II, Chicago, March 3-5:

The Need for Preprint Packaging Specifications
John Kimball, director/advertising, The Record, Hackensack, N.J.

Experience with Ferag Retrosert and Rotodisc
Glen E. Nardi, production director, Philadelphia Newspapers Inc.

The Zip/Zap Preprint Distribution System
William J. Lee, director/data processing, Scripps Howard, Cincinnati

Facilities Planning and Design
Curtis Bok, plant manager, Minneapolis Star and Tribune

Collating and Automation at The Washington Post
Michael Clurman, manager/Virginia plant, The Washington Post

Automated Material Handling
William Schulz, personnel coordinator/engineering, R.J. Reynolds Tobacco Co., Winston-Salem, N.C.

ANPA *Calendar*

APRIL

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., April 6-10

ANPA Quality Control Seminar
The Newspaper Center, Reston, Va., April 13-17

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
JW Marriot, Washington, D.C., April 15

ANPA Strategic Human Resource Planning Workshop
Crystal Gateway Marriott, Washington, D.C., April 23-25

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., April 27-May 1

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., April 27-May 1

MAY

ANPA Pre-Convention Board of Directors and Foundation Trustees meetings
The Waldorf-Astoria, New York City, May 2

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
Loews Summit Hotel, New York City, May 2

ANPA Human Resources Committee meeting
The Waldorf-Astoria, New York City, May 3

ANPA Circulation and Readership Committee meeting
The Waldorf-Astoria, New York City, May 3

ANPA 100th Anniversary Convention
The Waldorf-Astoria, New York City, May 3-6

presstime Advisory Committee meeting
The Waldorf-Astoria, New York City, May 4

ANPA Board of Directors and Foundation Trustees Post-Convention organizational meetings
The Waldorf-Astoria, New York City, May 6

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Omni Georgetown Hotel, Washington, D.C., May 11-13

ANPA/American Bar Association Task Force meeting
Ritz Carlton, Washington, D.C., May 14-15

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., May 18-22

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., May 18-22

JUNE

ANPA Advanced Management Workshop
Omni Georgetown Hotel, Washington,D.C., June 1-3

ANPA Labor Relations and Technology Seminar
Las Vegas Convention Center, Las Vegas, June 5-6

ANPA/Technical Exposition and Conference
Las Vegas Convention Center, June 6-10

ANPA Executive Committee meeting
Las Vegas Convention Center, June 8

Strategic Planning Seminar sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, June 14-18

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., June 22-26

ANPA

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Final preparations made for centennial Convention

Nancy Reagan

Mario M. Cuomo

Edward I. Koch

Stansfield Turner

In what promises to be one of the most dramatic settings ever for an ANPA conclave, the Association's 100th Anniversary Convention will begin its four-day run in New York City with the Statue of Liberty in the background.

The setting, at Castle Clinton National Monument at the tip of Manhattan, is in keeping with the Convention theme, "The Blessings of Liberty: The Next 100 Years." It will commemorate not only the 100th anniversary of ANPA, but also the 200th anniversary of the U.S. Constitution.

President Reagan has been invited to speak during the ceremony.

The May 3-6 Convention will look back in history, examine the newspaper business of today and peer into the future.

Highlights will include a panel discussion by leading thinkers on the societal issues they believe will shape the next 100 years.

A multimedia slide presentation will document the progress made by the American press and American society in the 100 years that ANPA has been in existence.

Other sessions will look at some of the issues facing society and the newspaper business today, including increasing minority employment, dealing with the drug problem and maintaining advertising market share.

Speakers will include a former U.S. President, Jimmy Carter, who will address the concluding lunch; and two potential contenders for the presidency in 1988—Senate Minority Leader Robert J. Dole (R-Kan.) and former Sen. Gary Hart (D-Colo.)—who will speak at the Tuesday lunch.

In March, the Convention Arrangements Committee announced the addition of a number of other speakers to the Convention lineup.

New York Gov. Mario M. Cuomo will be among those addressing Sunday's opening ceremony. New York City Mayor Edward I. Koch will extend greetings at Monday's Keynote Breakfast. First lady Nancy Reagan is scheduled to address Monday's Associated Press Lunch.

Participants in a Wednesday seminar on "The Constitution: Separation of Powers 1987" will include: Judge Robert H. Bork, U.S. Court of Appeals, District of Columbia Circuit; Benjamin C. Bradlee, executive editor of The Washington Post; U.S. Sen. Orrin G. Hatch (R-Utah); Jack Nelson, Washington bureau chief of the Los Angeles Times; Dan Rather, anchorman and managing editor of the CBS Evening News; William Safire, columnist for The New York Times; Abraham D. Sofaer, legal adviser at the State Department; former Central Intelligence Agency Director Stansfield Turner; and former Secretary of State Cyrus R. Vance.

For the second year in a row, Convention events will take place at more than one location. Besides the opening ceremony at Castle Clinton, St. Bartholomew's Church will be the site of the Associated Press annual meeting, but all other sessions will be at The Waldorf-Astoria. (The church is across the street from the Waldorf.) Shuttle buses will be available to transport conventioneers between the Waldorf and Castle Clinton as well as from Castle Clinton to various Sunday evening peripheral events.

Convention preregistration in late March was approaching 2,000. Convention-goers who have not yet made hotel reservations through ANPA now must do so themselves.

A limited number of tickets for all ANPA meal functions were still available in late March from ANPA's Membership Department at (703) 648-1097. All meal functions will be open seating.

A two-mile Convention "fun run," sponsored by **presstime** has been tentatively scheduled for 7 a.m. Sunday. Registration for the run will be in the Hilton Room of the Waldorf from 9 a.m. to 6:30 p.m. Saturday and immediately prior to the run Sunday morning on the Park Avenue side of the Waldorf.

Later on Sunday, from 11 a.m. to 3:30 p.m., ANPA staff members and other experts will be available in the Hilton Room of the Waldorf to answer questions at five "Expert Centers." The centers will cover labor and personnel matters, technical operations, legal/postal/government affairs, advertising/marketing, and literacy.

Several peripheral events will be open to all members: a reception at Castle Clinton prior to the opening ceremony, sponsored by Knight-Ridder Inc.; a reception Monday evening at The Metropolitan Museum of Art, sponsored by The New York Times Co.; and a reception Tuesday evening sponsored by King Features Syndicate. Other peripheral events, by invitation only, include a musical presentation at Carnegie Hall (New York Daily News), a broadway show (The Times Mirror Co.) and a champagne brunch at Macy's (The New York Times Co.).

At press time, the Convention Arrangements Committee headed by Times Mirror President David Laventhol was putting the finishing touches on the program, which was shaping up as follows:

At the **Sunday** opening ceremony at Castle Clinton, ANPA Chairman and President Alvah H. Chapman Jr., chairman and chief executive officer of Knight-Ridder, will give welcoming remarks. An address by

Annual meeting notice

Notice is hereby given by the Secretary of the Association, Arthur Ochs Sulzberger, that the Annual Meeting of the American Newspaper Publishers Association, Incorporated, a corporation organized under the laws of the Commonwealth of Virginia, will be held at The Waldorf-Astoria, New York City, at 4:30 p.m. Tuesday, May 5, 1987, for the purpose of electing Officers and Directors, and to transact such business as may properly come before the membership.

Gov. Cuomo and possibly one by President Reagan will follow.

The **Monday** ANPA Keynote Breakfast at the Waldorf will begin with the slide presentation looking back over the past 100 years. Then Chapman will deliver the keynote address. Syndicated columnist Calvin M. Trillin will conclude the meeting with his remarks, "A Humorist's View of America and Americans."

The program will then move next door to St. Bartholomew's for the AP annual business meeting. It will feature a film presentation on newspapers and electronic photography.

The AP's Annual Lunch, at the Waldorf, will be addressed by Nancy Reagan.

Two concurrent sessions at the Waldorf will conclude the day's program:

- "The Drug Problem," with moderator Janet Chusmir, president and publisher of the Daily Camera in Boulder, Colo., who recently was named to become executive editor of The Miami Herald.

Panelists will be Allan Adler, legislative counsel of the American Civil Liberties Union; Peter B. Bensinger, president of Bensinger, DuPont & Associates of Chicago and former administrator of the U.S. Drug Enforcement Administration; Dr. John P. Morgan, professor and director of the Pharmacology Department at the City University of New York; Richard T. O'Reilly, national director of the Media-Advertising Partnership for a Drug-Free America; and Richard K. Willard, assistant U.S. attorney general, Civil Division, Department of Justice.

- "Minorities in Our Industry," with moderator Albert E. Fitzpatrick, director of minority affairs, Knight-Ridder. Speakers will be Mary Frances Berry, a member of the U.S. Civil Rights Commission; and William J. Elliott, executive director of Leadership Education And Development in Montclair, N.J. Panelists will include Loren Ghiglione, editor and publisher of The News in Southbridge, Mass.; Pam M. Johnson, publisher and president of The Ithaca (N.Y.) Journal; and Madelyn P. Jennings, senior vice president/personnel, Gannett Co.

The **Tuesday** program will begin with a general session panel discussion on "The Next 100 Years," moderated by Katherine Fanning, editor of The Christian Science Monitor. Among the participants will be Sissela Bok, associate professor of philosophy at Brandeis University, Waltham, Mass.; Freeman J. Dyson, professor of theoretical physics at the Institute for Advanced Study, Princeton, N.J.; Michael K. Hooker, chancellor of the University of Maryland Baltimore County; and former Colorado Gov. Richard D. Lamm, currently a visiting professor of policy studies at Dartmouth College, Hanover, N.H.

The Newspaper Advertising Bureau's marketing/advertising program will follow. It will begin with a report from NAB Chairman Frank A. Daniels Jr., publisher and president of The News & Observer and The Raleigh (N.C.) Times, followed by an overview for 1987 presented by NAB President Craig C. Standen, Executive Vice President Leo Bogart and other NAB staff members.

Next will be a presentation on the Future of Advertising project, including reports from the chairmen of the project's 10 task forces. The NAB annual business meeting will close the morning program.

Tuesday's ANPA Lunch will be addressed by Dole and Hart.

Details of the afternoon general session on the future of retailing were incomplete at press time.

The Tuesday program will conclude with the ANPA annual business meeting and election of officers and directors [**presstime**, March 1987, p. 82].

Wednesday's program will begin with the general session on the separation of powers, conducted by Columbia University Seminars on Media and Society. Fred W. Friendly, director of the seminar program, will make introductory remarks. Moderators will be Arthur R. Miller and Charles R. Nesson, professors at Harvard Law School.

The ANPA Lunch will be addressed by former President Carter, after which the Convention will adjourn. ☐

Convention Program in Brief

	Sunday May 3	Monday May 4	Tuesday May 5	Wednesday May 6
7:00	presstime Fun Run		Continental Breakfast	Continental Stand-up Breakfast
7:30		Eye Opener		
8:00	No events scheduled	ANPA Keynote Breakfast	General Session	General Session
8:30				
9:00				
9:30		Break		
10:00		Associated Press Annual Meeting	General Session (NAB)	
10:30				
11:00	Expert Centers			Break
11:30			NAB Business Mtg.	
12:00		Break	Break	
12:30		AP Reception	Reception	Reception
1:00		Associated Press Lunch	ANPA Lunch	ANPA Lunch
1:30				
2:00				
2:30		Break		
3:00		Two Concurrent Sessions	General Session	Adjourn
3:30	Buses leave for Castle Clinton			
4:00				
4:30	Reception		ANPA Business Mtg.	
5:00				
5:30	Opening Ceremony			
6:00				

☐ Castle Clinton ☐ Waldorf-Astoria ▨ St. Bartholomew's

Future ANPA Meetings

Convention		Technical Exposition & Conference
New York City, May 3-6	**1987**	Las Vegas, June 6-10
Honolulu, April 25-27	**1988**	Atlanta, June 11-15
Chicago, April 24-26	**1989**	New Orleans, June 10-14
Los Angeles, April 23-25	**1990**	Miami Beach or Dallas, June 9-13
New York City, April 22-24	**1991**	Miami Beach or Las Vegas, June 8-12
Vancouver, April 20-22	**1992**	Atlanta, June 6-10

overset

A drug-data bust

The computerized library database of The San Diego Union and The Tribune was "broken into" by two men using a personal computer and modem.

The pair, subsequently charged with drug possession, had made hard-copy printouts of four stories relating to previous drug arrests and drug-enforcement activities. Police and newspaper officials theorized that the men were trying to determine, among other things, if people named in the stories could have been police drug informants.

Union Associate Editor Peter Kaye said it is unknown how the duo obtained entry to the database. They might have obtained the proper password or might have been "hackers" who figured out the system.

At any rate, "there was no particular harm done to us," Kaye said, although the newspapers do not want to be used for such purposes.

The Union and Tribune have taken steps to ensure that the computer cannot be tapped again, including changing their database password.

The newspapers also say there is "no way" stories could be tampered with by an outsider during the writing and editing process.

Newspaper numbers

49 billion—number of preprints handled by U.S. newspapers in 1986, compared with 16 billion in 1975.

929 and 280—highest (The New York Times) and lowest (Chattanooga Times) number of dollars paid weekly as a top minimum for experienced reporters working under contracts with The Newspaper Guild as of Dec. 1, 1986.

95,000—dollars spent, on average, to defend a libel lawsuit.

59.7—percent of students enrolled in schools of journalism and mass communication who are women.

34—number of ombudsmen at newspapers in the United States and Canada.

Where does a funeral director propose to the obit taker? On the obit page, of course

A man and a woman in Strasburg, Va., set Oct. 10 as the date they will respond to an ad among the obituaries of the Northern Virginia Daily. But they will go to the altar, not the funeral home.

For months, a news clerk at the newspaper, 29-year-old Jeanne P. Eckerson, had been taking death notices over the phone from Charles A. Jackson, 30, a funeral-home employee. "People used to accuse him of going out and digging up bodies just to get to talk to me," Eckerson jokes. Jackson asked her for a date, and as their relationship progressed, he warned that he would propose to her in a public way.

After she had finished the obit page Feb. 12 and left for the night, several scheming newspaper employees inserted on the page a heart-encircled message that Jackson had ordered: "Jeanne: We met through this page. We'll end up on this page. Will you spend the rest of your life with me? Chuck."

Eckerson did not read the page the next day. As Feb. 13 agonizingly ticked by, Jackson had not gotten his response.

That night, weary of the subtle approach, he told Eckerson to read the newspaper. She began at Page 1. Finally, he had to direct her gaze to the message on Page 15.

"I'd always said I'd kill him if he did this publicly, but I lied," Eckerson said. "I said 'Yes.'"

Alan Lehman, Northern Virginia Daily

Happy Birthday to you, and you, and . . .

One day in the newsroom of the Atlanta Newspapers, a young reporter who was working far away from his childhood home lamented that it was his birthday and no one even bothered to send him a birthday card.

Religion Editor Billie Cheney Speed heard the comment, and it touched her heart. She baked the reporter a birthday cake.

"Then I thought, 'Heck, why not do it for others who have a birthday?'" Speed says. A tradition was born.

Because there are more than 200 editorial employees at the Journal and Constitution, Speed bakes about one cake a week for those celebrating birthdays in that week.

"They're a great group. It really is my pleasure," she says.

Speed, who has been a reporter for most of the last 42 years (she started as a woman sports reporter), was asked earlier this year what she wanted for her own birthday. She said her cake pans were kind of beaten up and she could use a new one. So on her birthday in February, the staff gave her a heavy-duty Mixmaster and two cake pans, in addition to a cassette tape recorder.

But Speed (at right in photo) got no birthday cake. She is a diabetic and can't touch the stuff.

A funny thing happened on the way to the bank

We're talking big-time improbables here—like hell freezing over, the Cubs winning a pennant, the hard-nosed chief of The Newspaper Guild sending his paycheck to the newspaper publishers.

Well, the latter happened last month, albeit accidentally.

When **presstime** labor writer Clark Newsom asked the Guild to send him a photograph of Charles Dale, a candidate to succeed the retiring Charles A. Perlik Jr. as the union's president, the Guild complied.

But when the package containing the picture arrived, Newsom also found inside a smaller sealed envelope (without a return address) addressed to a Maryland savings and loan. A call to the Guild prompted an internal inquiry at the union's Washington, D.C., headquarters. Inadvertently, someone there had shoved Perlik's paycheck into the larger envelope sent to **presstime**.

Once the error was discovered, of course, the union leader's paycheck was sent off to the bank—from ANPA headquarters.

Have You Looked at Your Yellow Pages; Lately?

It's Grown, Hasn't It?

And now you probably have 2 or even 3 directories in your market where there was just one a few years ago. Perhaps you haven't looked at the Yellow Pages as competition, but they may be your biggest competitor for local ad revenue.

American Consulting Services in Vancouver, Washington, has developed a marketing program for the newspaper industry which can teach your ad reps how to convert Yellow Page dollars into newsprint contracts. Millions of dollars have already been recaptured by the newspaper industry through this training program. You have an opportunity this year to increase your bottom line by simply checking into this cost-effective seminar.

References

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Philadelphia Inquirer/News
St. Petersburg Times
Atlanta Journal and Constitution
The Miami Herald
The Orlando Sentinel
Tampa Tribune
Los Angeles Daily News
The Daily Oklahoman
Providence Journal
Ft. Worth Star-Telegram
The Oregonian
Sacramento Bee
St. Paul Pioneer Press Dispatch
Milwaukee Journal
St. Louis Post-Dispatch
Portland (Maine) Press-Herald
Bergen Record
Long Beach Press Telegram
Los Angeles Herald Examiner
Charlotte Observer
Riverside Press-Enterprise
Grand Rapids Press

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"I'm sort of the back roads person for the AP," says Special Correspondent Jules Loh. "I have been to every state, not as a tourist but as a reporter, talking to the people. And I'm forever discovering something about this country that I didn't know before."

The Associated Press is a news organization that doesn't have a star system, but Jules Loh stands out. His stories, focused on the everyday lives of Americans, often show the extraordinary side of ordinary people. His well-crafted pieces have been spotlighted in almost every newspaper in the country and have made his name one of AP's most familiar bylines.

Loh is a product of AP. He came up through the bureau system, starting 28 years ago in Louisville, filing the wire. He's spent his career taking on all kinds of news and features assignments, routine and special, to serve the needs of the thousands of member newspapers and broadcasters who own AP.

Like him, the 2,850 people who staff AP's 219 offices around the world are dedicated to giving these members the highest quality service in the news industry — a goal that is a continuing commitment by everyone in AP.

"Quality is not something I specifically think about every time I go to work in the morning," says Loh. "But when you're working with people who have a commitment to excellence and to quality, the quality comes out."

AP Associated Press
Quality. Commitment.

Jules Loh (left) talks with Teddy Hayes in Sasabe, Ariz.

Bob Daugherty